



Photo : Sergio Ruiz, SPUR

# Station Area Advisory Group (SAAG) MEETING #4

Monday, May 23, 2018 | 6-9pm



SAN JOSE DIRIDON STATION AREA  
COMMUNITY ENGAGEMENT



# Meeting Agenda

- I. Welcome and Introductions
- II. Review of SAAG Meeting #3 Summary Notes
- III. Early Design Thinking for the Diridon Station Area
- IV. “TED” Talks
- V. Public Comment
- VI. Next Steps and Meeting Schedule



# SAAG Group Agreements

- Recognize that one person speaks at a time and all others are active listeners
- Allow everyone the opportunity to speak and share their ideas
- Build and maintain safe space – we will not tolerate attacks on individuals, institutions or perspectives
- Put yourself in each others shoes - respect each other, seek to understand diverse viewpoints and ask questions for clarification
- Be open minded and allow your perspective to evolve based on the other's ideas and opinions
- Represent the diverse community - not all community members are represented at the table



# SAAG Group Agreements

- No “got you” moments – keep interactions positive and encouraging
- Accept that conflicting opinions and disagreements are natural and to be expected
- Work to find common ground and solutions where everyone can win – the best outcomes will incorporate a range of perspectives
- Recognize the intent is to move toward solutions or desired outcomes
- Work together to think big about the project and create an innovative and forward-thinking project
- Have fun and make new friends





## II. Review of SAAG #3 Summary Notes



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# SAAG #3 Meeting Takeaways

## **BART Extension**

- Expected opening of Phase II in 2026

## **Caltrain**

- Electrification of Caltrain which will lead to more frequent service and less pollution

## **High Speed Rail**

- Presentation on plans for HSR through San Jose; San Jose will have the most transit connections

## **Station-Design**

- Summary of case studies from European cities; maximize pedestrian and bicycle access; build destination (jobs) around transit stations



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# SAAG #3 Meeting Takeaways

## **TED Talks**

- Shiloh Ballard - Silicon Valley Bicycle Coalition
- Jean Cohen - Building and Trades Council
- Reginald Swilley - Minority Business Consortium
- Kathy Sutherland - Delmas Park
- Bill Souders - San Jose Downtown Residents Association



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# SAAG #3 Meeting Takeaways

## Opportunities

- Bike share/scooter share
- Parks/open space as network and connections
- Daylight Los Gatos Creek
- Expand training pipelines
- Linkages with alternative transportation options – Uber, Lyft, scooter-share
- Diridon as a “wheel” with station at the center and physical connections to the Region

## Critical Issues and Challenges

- Strategic contracting decisions
- Distribution of benefits
- “Giving away the bank”
- Google interconnected with Downtown/City
- Ped/Bike networks
- [Physical] barriers to an integrated area
- How built environment drives culture



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### III. Early Design Thinking for the Diridon Station Area



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# San Jose + Google

Early Design Thinking

## **Where we are in the process & What we're looking at today**



# Principles of Place

## COMMUNITY

Places are about people and connections between them.

## NATURE

The wellbeing of people depends on the health of the planet.



## INNOVATION

Have a healthy disregard for the impossible.

## ECONOMICS

We invest in bold ideas that create replicable solutions for a better future.

## Place Requires Balance



# Working with the community to identify important opportunities that will continue to inform our early design ideas

**Google's  
Principles of Place**  
Feedback & Public  
Comment

+

**Ongoing SAAG**  
Discussion & "TED"  
Talks

## **SAAG Solution Groups**

Land Use + Design  
Housing + Displacement  
Public Spaces + Neighborhoods  
Transportation + Access  
Jobs + Education

## **Neighborhood Walks**

Cahill, Georgetown & Plant 51  
Delmas Park Neighborhood  
North Willow Glen Neighborhood  
Lofts on The Alameda  
The Alameda Business Assoc.  
St. Leo's Neighborhood  
Gardner Neighborhood  
+ More

# Listening to the community to inform our early design thinking

## themes we're hearing in the community - experiential & physical



### NATURE & ECOLOGY

- Daylighting Los Gatos Creek
- Connecting people to nature & parks
- Enhance biodiversity & habitat regeneration
- Three Creeks Trail can serve as a broader San Jose connector
- Climate preparedness
- Clean energy & renewables
- Natural systems & ecology
- District-scale systems
- Stewardship
- Integrate historic natural systems
- Include landscape, nature & hydrology in plan
- Promote self-sufficient development with green practices



### CONNECTIVITY

- Connect to broader area & neighborhoods
- Safe crossing over Bird/280
- Diridon station as an amenity & catalyst
- Existing Diridon Station is a barrier & wall
- Transition to & through Diridon
- High Speed Rail concerns
- Design places for people
- Connect to the broader Community
- Better connection to downtown
- Integration into existing neighborhoods
- Safe bike & ped corridor
- Connect SJSU to Diridon
- Traffic calming needed on Stockton
- Design for future & alternative transportation
- Connect from Cahill to Diridon & Downtown
- Consider separating pedestrian & bike paths



### BUILT ENVIRONMENT

- Vibrant mixed-use communities
- Places for small business & incubation
- Preserve historic & cultural assets & buildings
- Early place activation
- Create diverse architecture & urban fabric
- Create vibrant & diverse urban experiences
- Provide a diversity of experiences
- Foster public art, culture, & community life
- Places where people can congregate & connect
- Cahill Park has more potential... needs a dog park



### COMMUNITY WELLBEING

- Respect existing neighborhoods
- Displacement & gentrification is a concern
- Balanced housing & affordability solutions
- Respect local context, cultures & history
- Community is already here, focus on preserving & building from what is here
- Maintain diversity & inclusion
- Community participation & partnerships
- Embrace LGBT roots
- Need for better homeless & mental health services
- Safety, health & wellbeing
- Safe & secure environments
- Balance of security & openness
- Responsible development
- Make Diridon a destination place with cafes, restaurants, etc.



### OPPORTUNITY

- Place where Google and community thrive together
- Connecting people to jobs
- Opportunity for job creation & skills training
- Opportunity for construction & community jobs
- Education, skills & training opportunities
- Opportunity for San Jose talent
- Fiscal responsibility
- Replicable economic solutions
- Historic preservation

# Early design ideas

## An experiential framework for creating balanced place

The space between the buildings  
connecting nature, people & experiences



**CONNECTIVITY**



**COMMUNITY  
WELLBEING**



**NATURE &  
ECOLOGY**



## CONNECT PEOPLE & DIVERSE EXPERIENCES

- Safe bike & pedestrian connections to surrounding neighborhoods & downtown
- Station as a amenity for San Jose, with diverse retail and cultural opportunities



## CELEBRATE COMMUNITY, DIVERSITY, ART & CULTURE

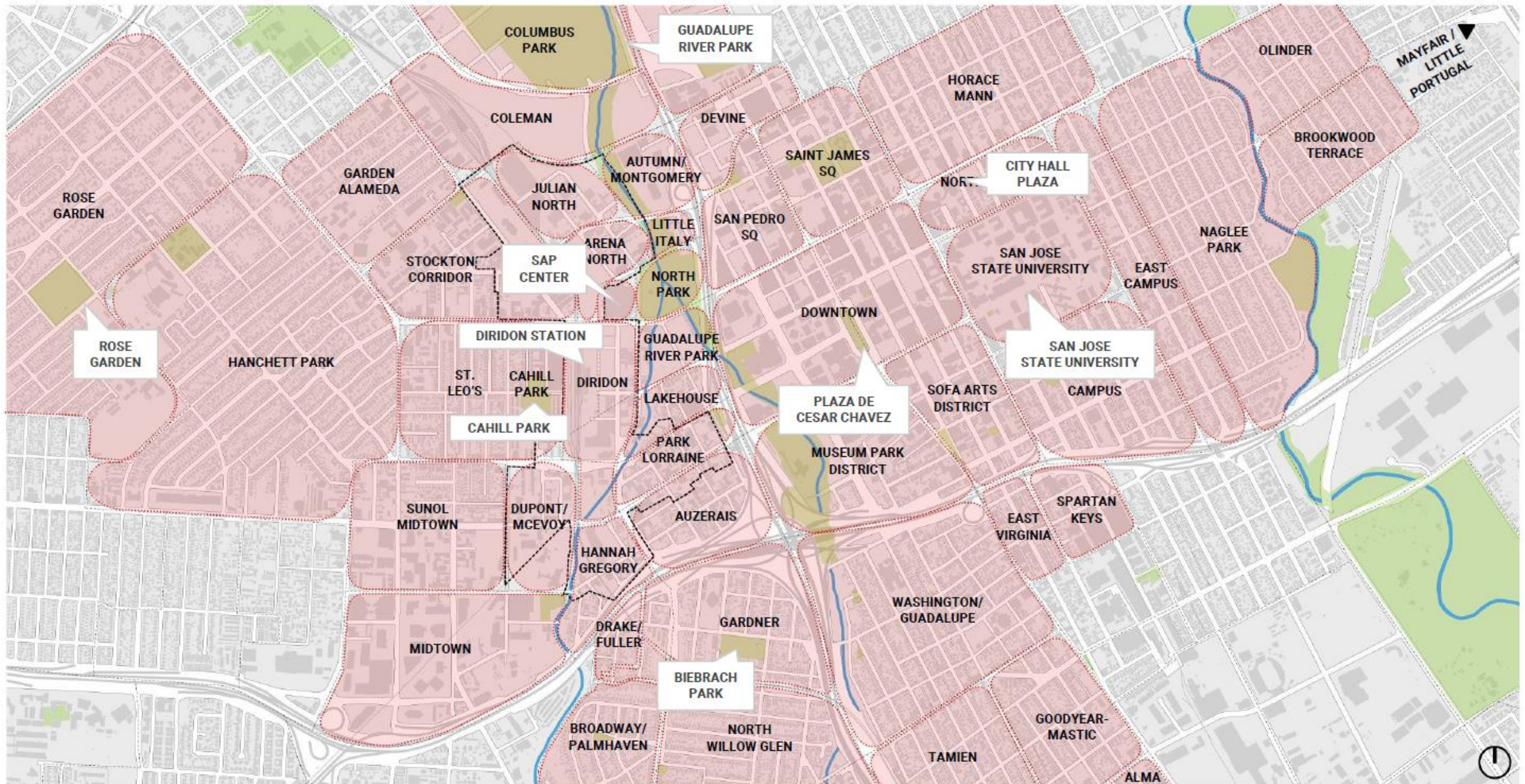
- Provide diverse experiences that build from San Jose's diverse people, cultures, art, and history
- Celebrate and respect the cultural history of the existing built environment & preserve the authenticity of place



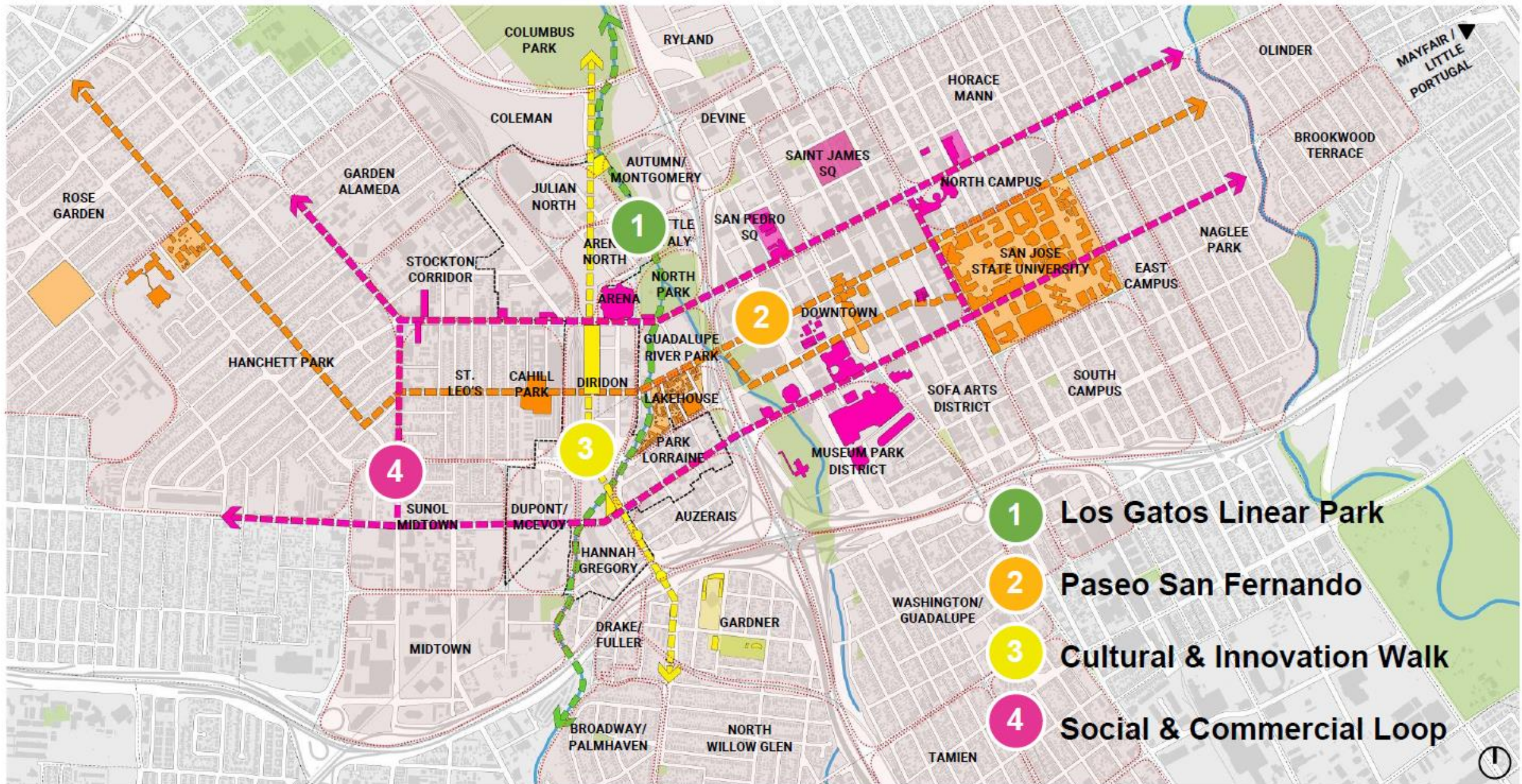
# REGENERATE NATURE



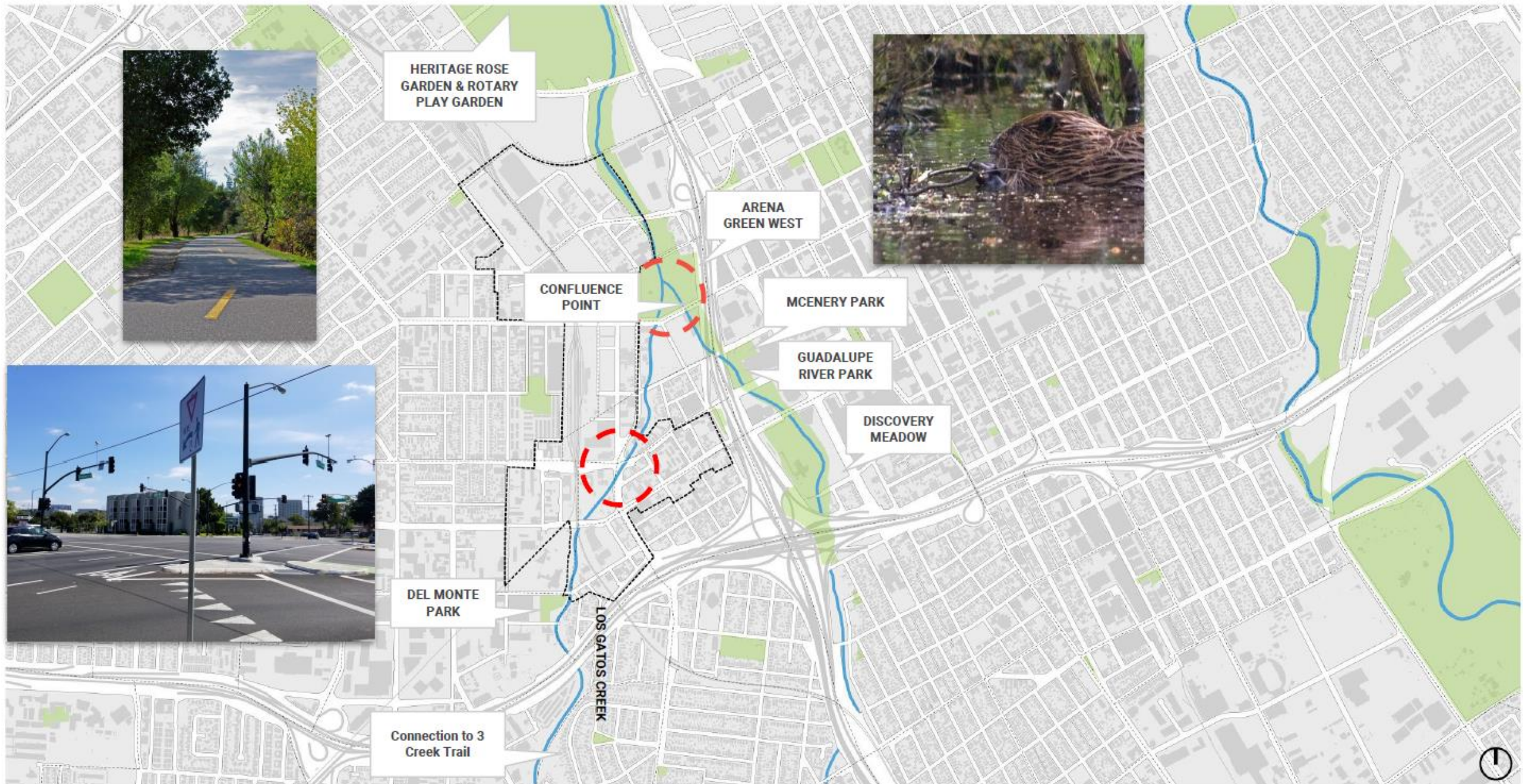
- Daylight Los Gatos Creek
- Connect the Los Gatos Creek Trail and join with the Guadalupe River Trail



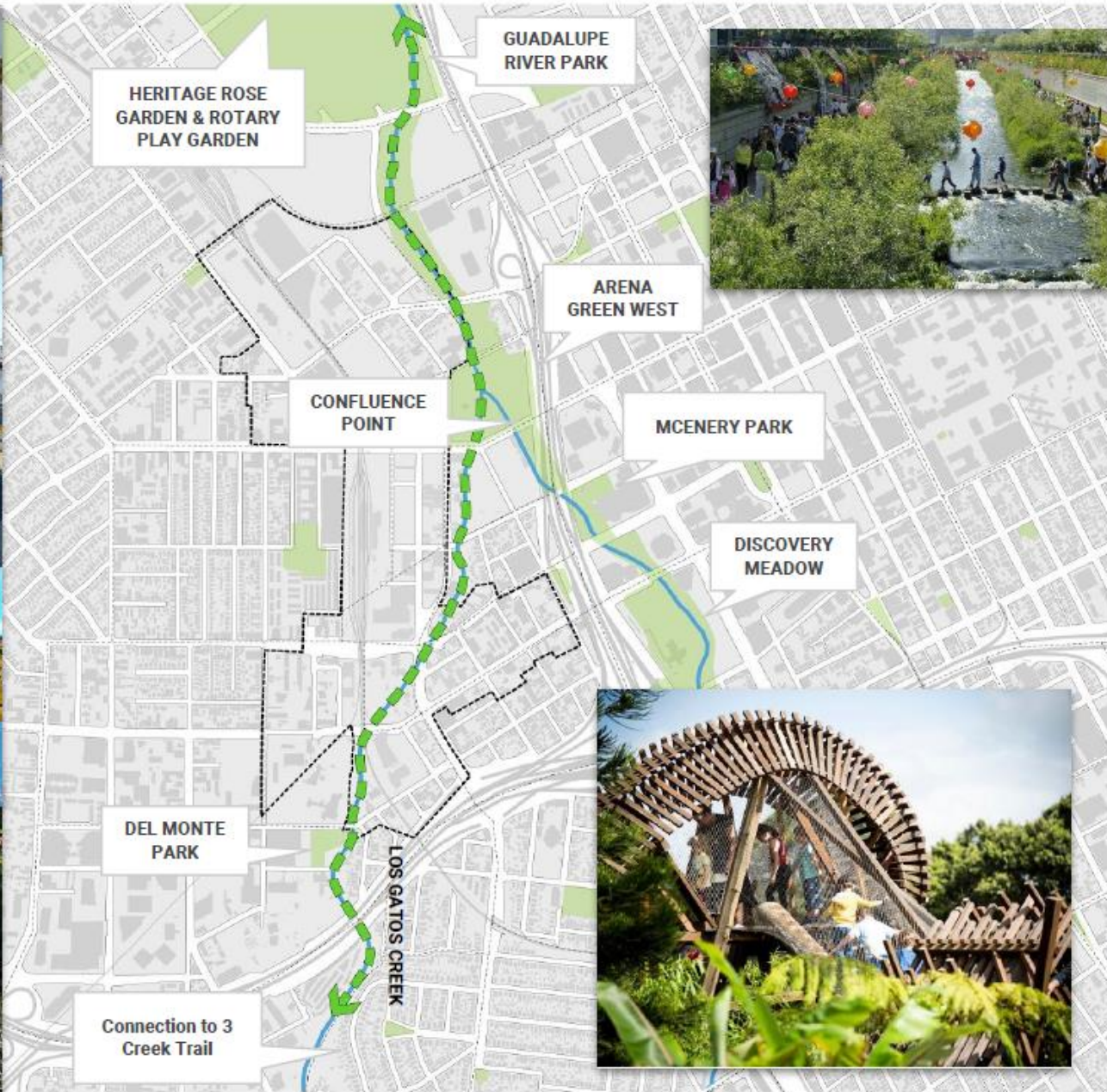
**Starting with Community - Connecting Nature, People & Experience**



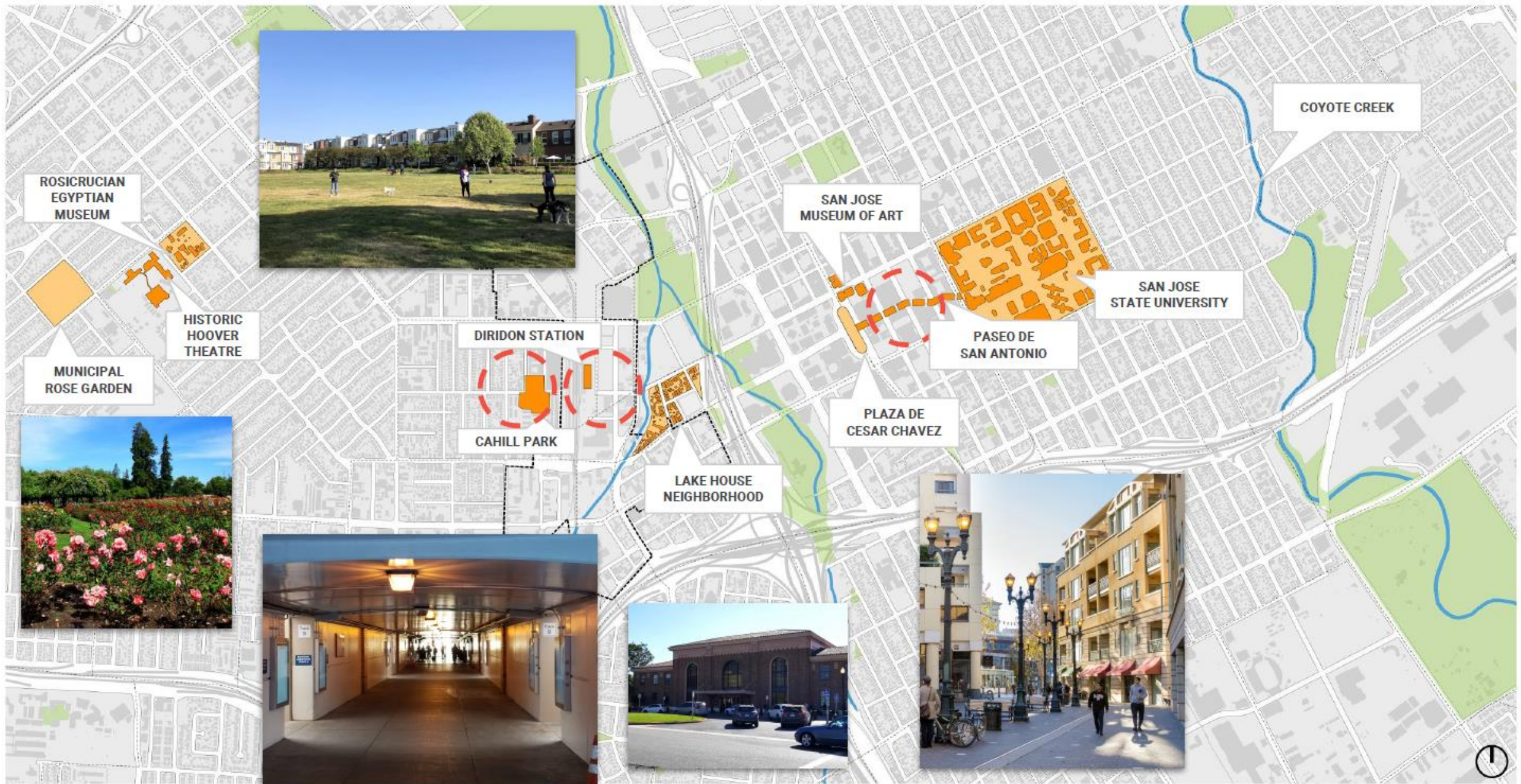
Creating an Experiential Framework for Balanced Place



# 1 Los Gatos Linear Park





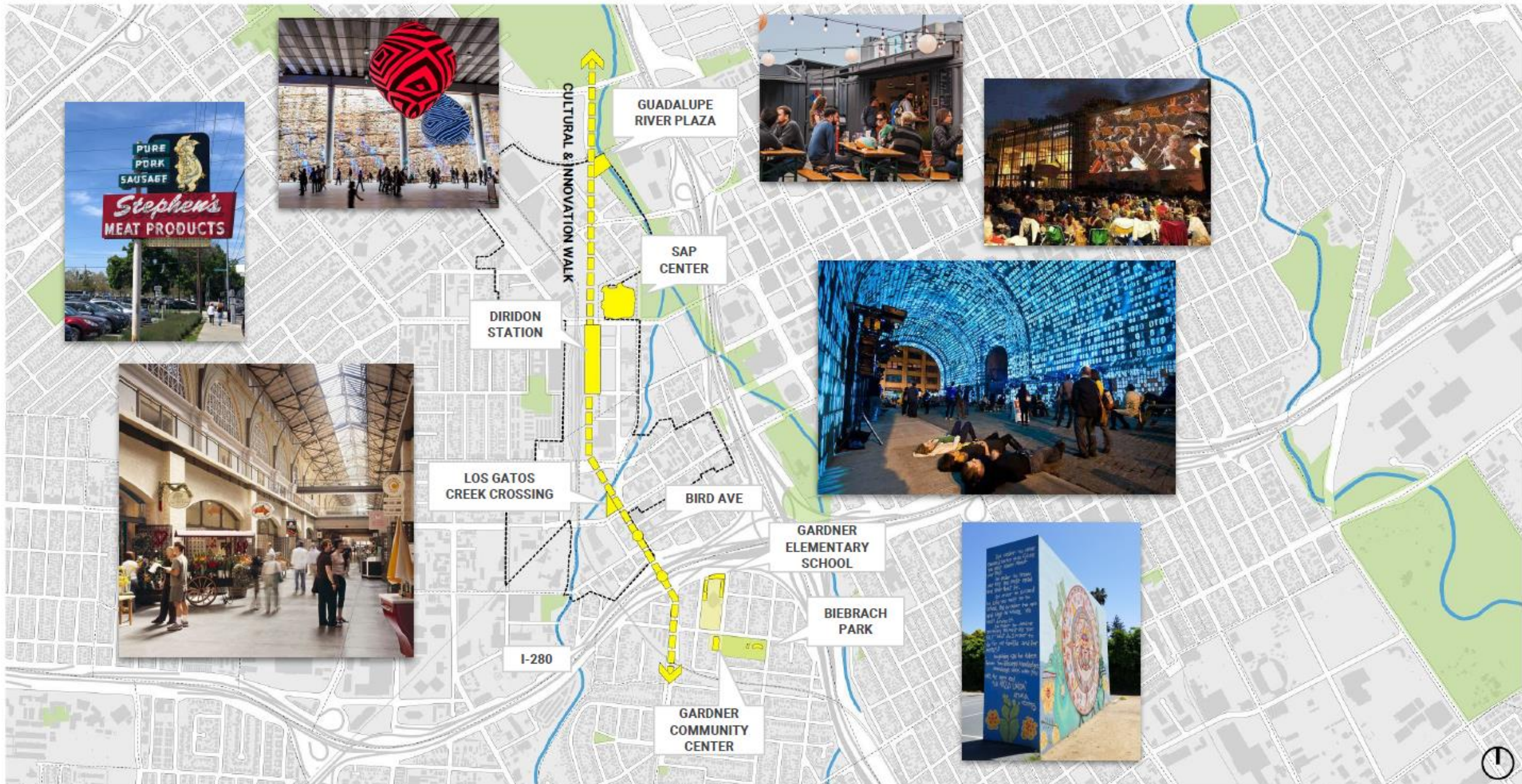




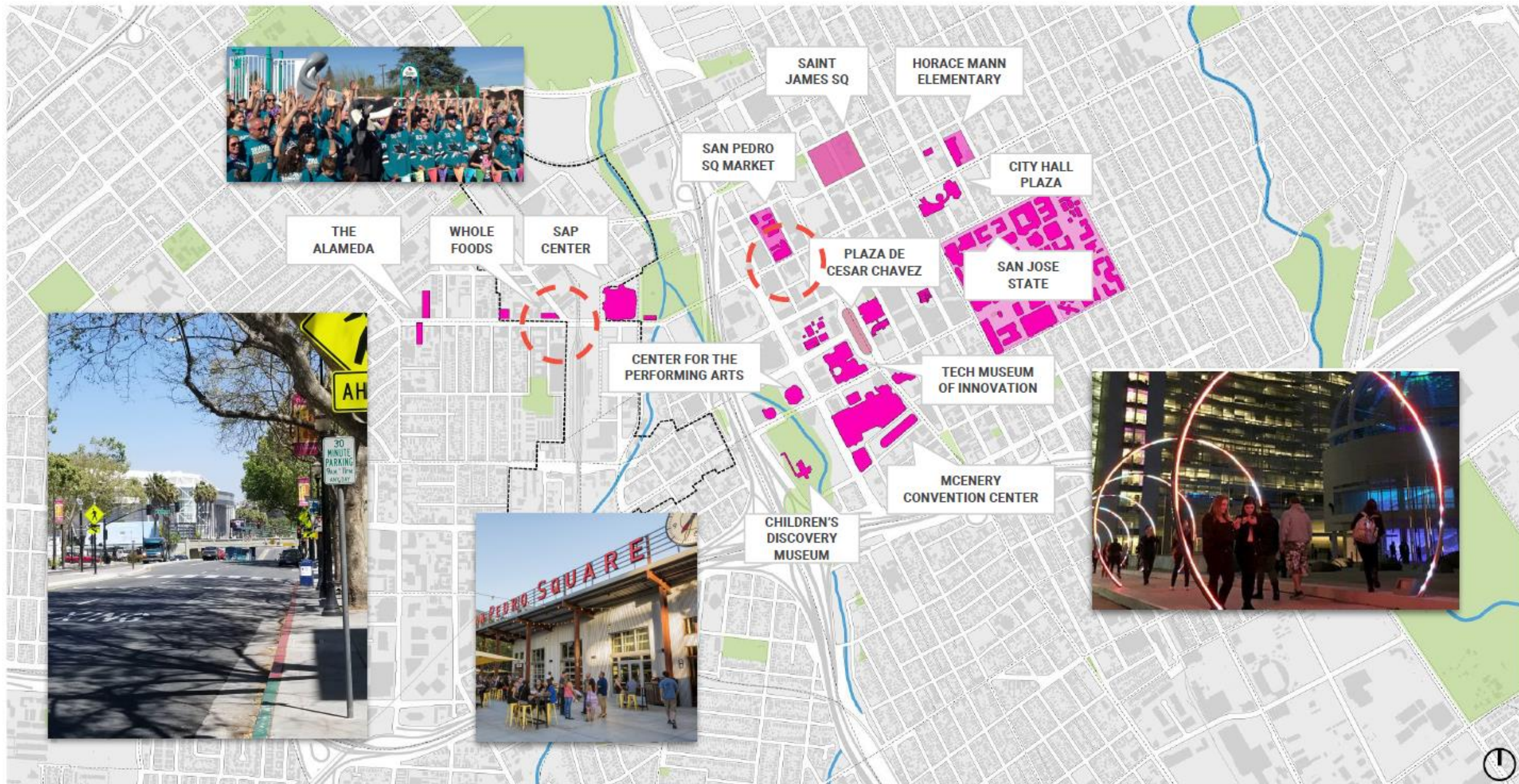
## 2 Paseo San Fernando

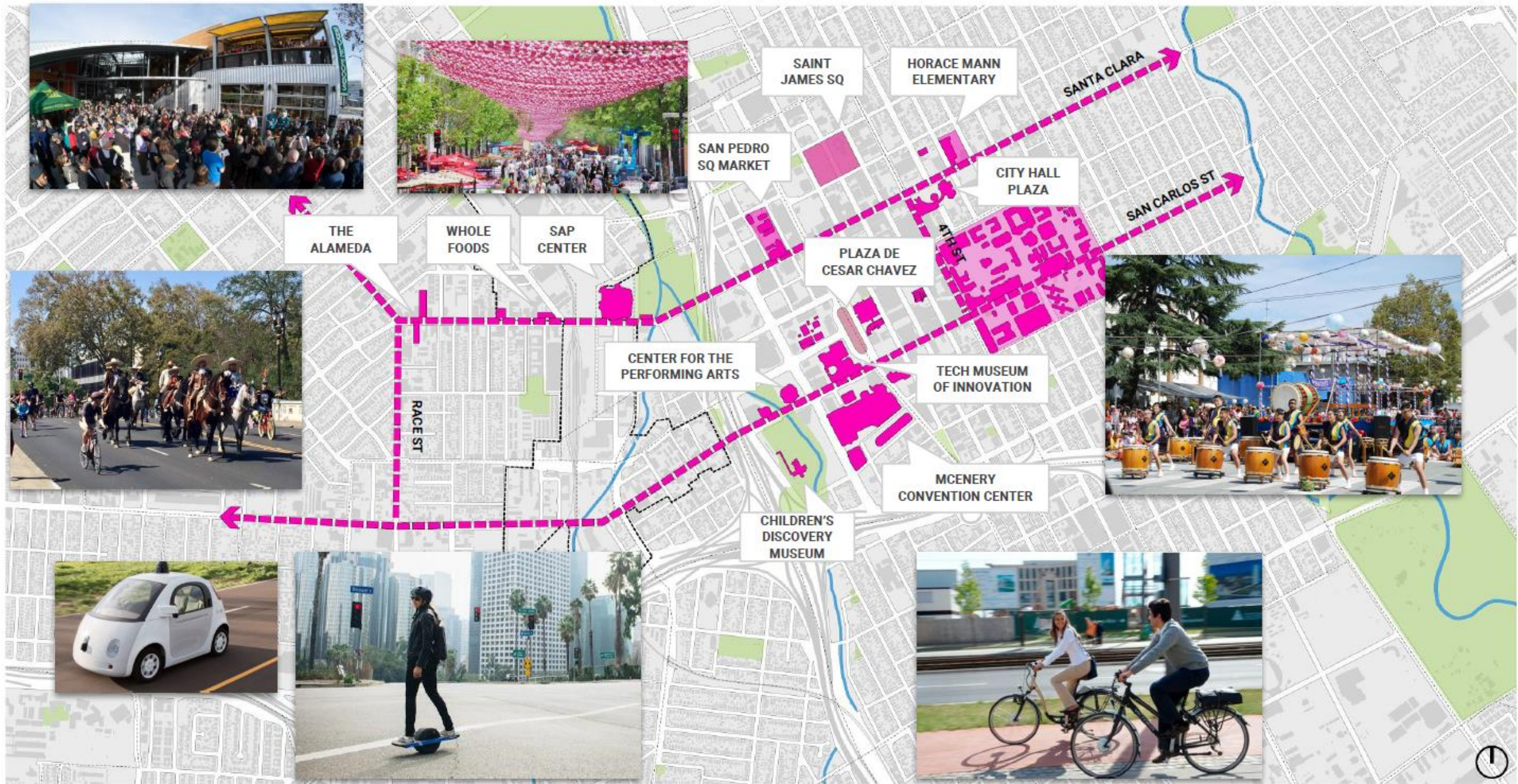




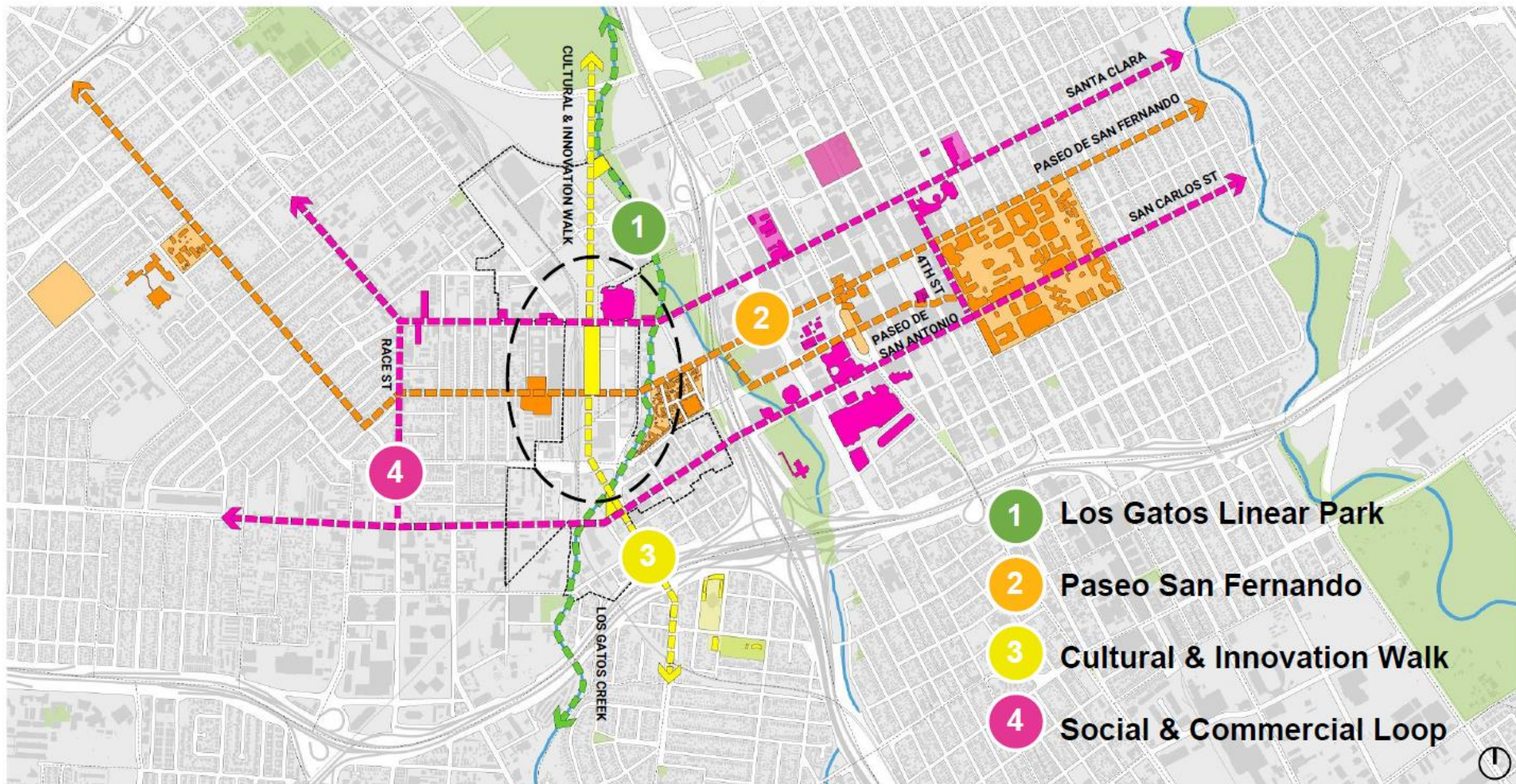






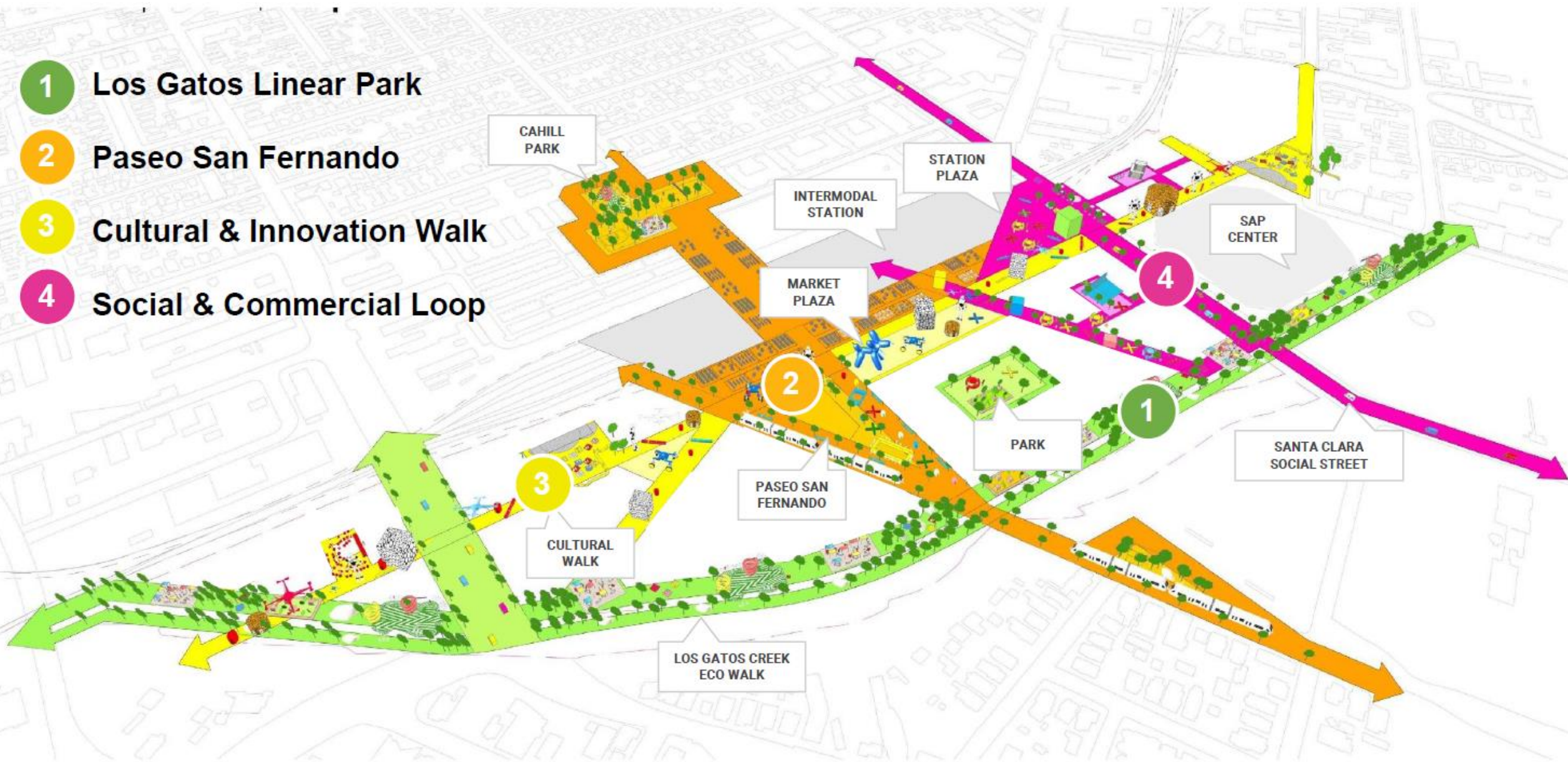






**Connected Experiential Framework: Connecting Places to Support a Broad Range of Experiences**

- 1 Los Gatos Linear Park
- 2 Paseo San Fernando
- 3 Cultural & Innovation Walk
- 4 Social & Commercial Loop



# Catalyst for Creating Place

## COMMUNITY

Places are about people and connections between them.

## NATURE

The wellbeing of people depends on the health of the planet.



## INNOVATION

Have a healthy disregard for the impossible.

## ECONOMICS

We invest in bold ideas that create replicable solutions for a better future.

**We're looking forward to continuing to integrate  
more ideas & opportunities into our design thinking**



## **Continued**

More Neighborhood Walks

More SAAG TED Talks

Solution Groups Feedback

Regional Forums / Workshops

+++

**Thank you**



## IV. “TED” Talks



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# “TED” Talks

- **4-minute timed presentations; discussion after each group**

<b>Group 1</b>	Edward Saum	Shasta / Hanchett Park Neighborhood Association
	Teresa Alvarado	SPUR
	Nicole Brown	Lofts on the Alameda
	Jonathan Martinez	Georgetown HOA
<b>Group 2</b>	Nadia Aziz	Law Foundation of Silicon Valley
	Jon Pedigo	PACT
	Harvey Darnell	North Willow Glen Neighborhood Association
	Maria Noel Fernandez	Silicon Valley Rising
<b>Group 3</b>	Kevin Christman	Gardner Neighborhood Association
	Matt Vander Sluis	Greenbelt Alliance
	Leslye Corsiglia	SV@Home
	Sarah McDermott	South Bay Labor Council



# “TED” Talks – Group 1

Edward Saum	Shasta / Hanchett Park Neighborhood Association
Teresa Alvarado	SPUR
Nicole Brown	Lofts on the Alameda
Jonathan Martinez	Georgetown HOA





Photo : Sergio Ruiz, SPUR

# Edward Saum

Shasta / Hanchett Park Neighborhood Association



# Historic Preservation Resources



Edward Saum, Shasta / Hanchett Park Neighborhood Association

# Why is Historic Preservation Important?

A development that is truly part of its context, rather than just placed within it, must acknowledge the community's unique architectural and cultural heritage

In previous developments, Google has emphasized its commitment to quality and innovation in workplace design and sustainability

California Environmental Quality Act (CEQA) includes historical resources (buildings, structures, or archaeological resources) as part of the environment, making them subject to review as part of any proposal's environmental impact analysis

# Applicable Historic Guidelines

National Register of Historic Places: <https://www.nps.gov/nr/>

California Register of Historic Places: [http://ohp.parks.ca.gov/?page\\_id=21238](http://ohp.parks.ca.gov/?page_id=21238)

City of San Jose:

- Historic Districts / Conservation Areas: <http://www.sanjoseca.gov/index.aspx?NID=2174>
- City Landmarks: <http://www.sanjoseca.gov/DocumentCenter/View/35476>
- Historic Resources Inventory: <http://www.sanjoseca.gov/index.aspx?NID=2172>
- Heritage Trees: <http://www.sanjoseca.gov/index.aspx?NID=3435>



# Unprotected Cultural Resources:



the  
S A N J O S E  
Signs Project



# San Jose Water Company



# Additional Sources of Information:

Preservation Action Council (PAC\*SJ): <https://www.preservation.org/>

The Great 408: <https://www.great408.org/#great>

Mid-Century Context Statement:

<http://www.sanjoseca.gov/DocumentCenter/Home/View/669>

City of San Jose Approved Historic Survey Strategy:

<http://www.sanjoseca.gov/DocumentCenter/View/73267>



Photo : Sergio Ruiz, SPUR

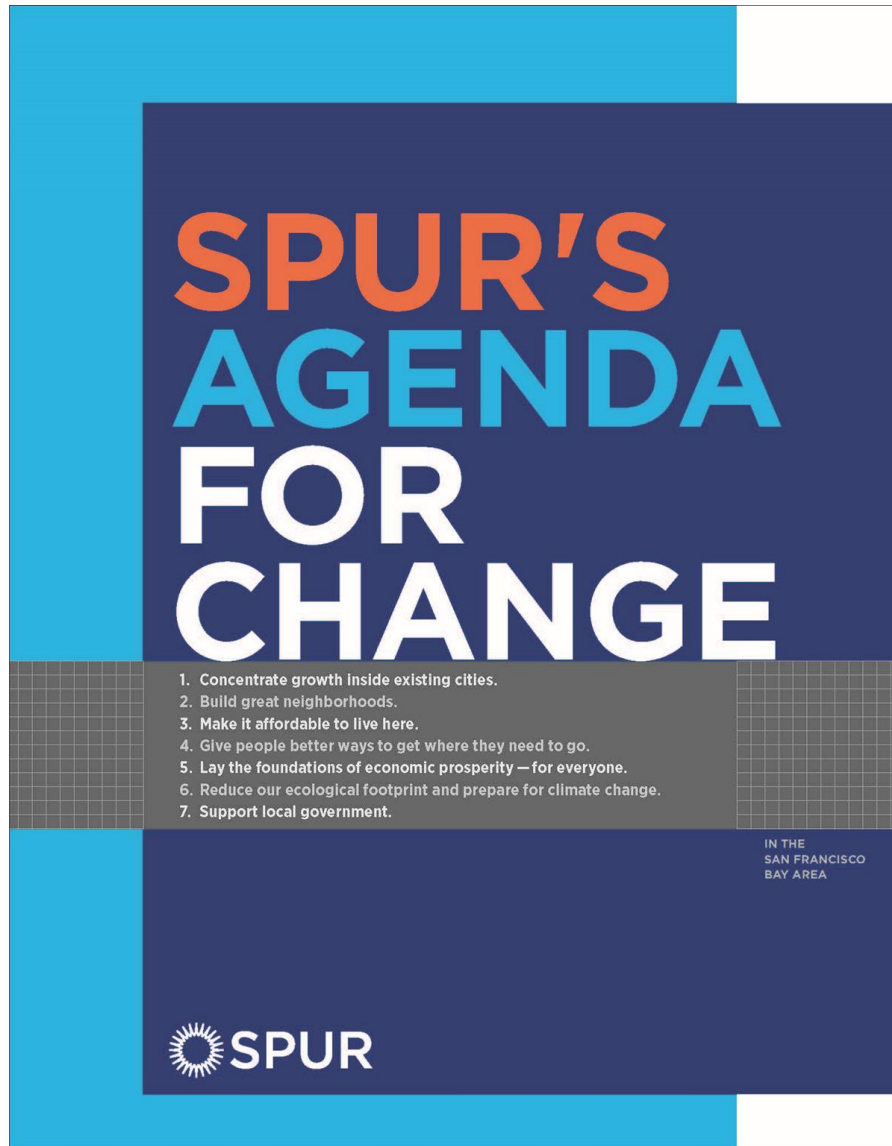
# Teresa Alvarado

SPUR



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Spur.org

Organization established in 1910 as San Francisco Housing Association.

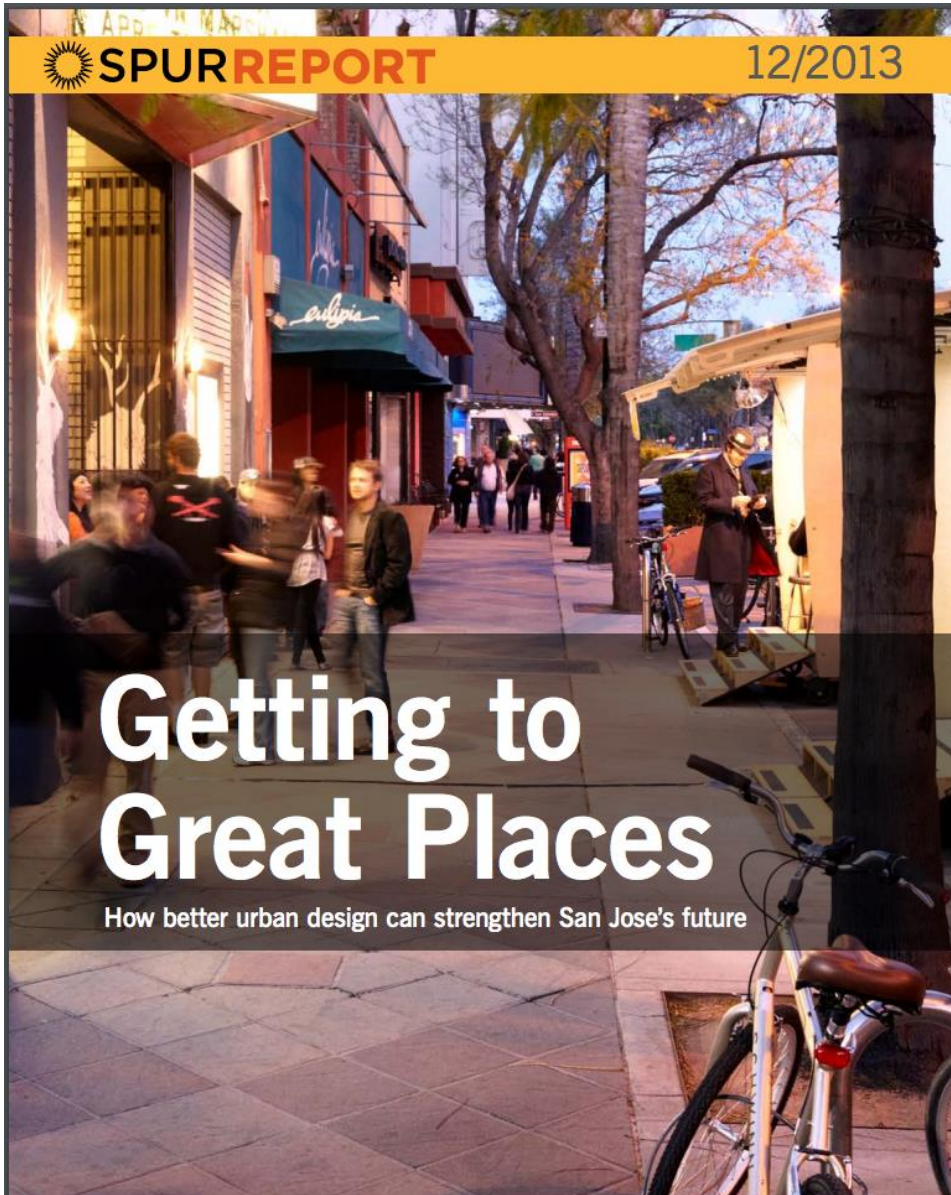
Achieve our mission through policy **research, education and advocacy.**

7 urban policy focus areas covered in our Agenda for Change.

San Jose office in 2012.

Oakland office in 2015.





## Goals

Improve the Development Process

- Support General Plan implementation and Urban Village planning

Make San Jose More Livable and Attractive

- Cultivate a better quality of life and sense of place

Build Long-Term Sustainability

- Support a shift to walking, cycling and transit

52 specific recommendations to achieve these goals.

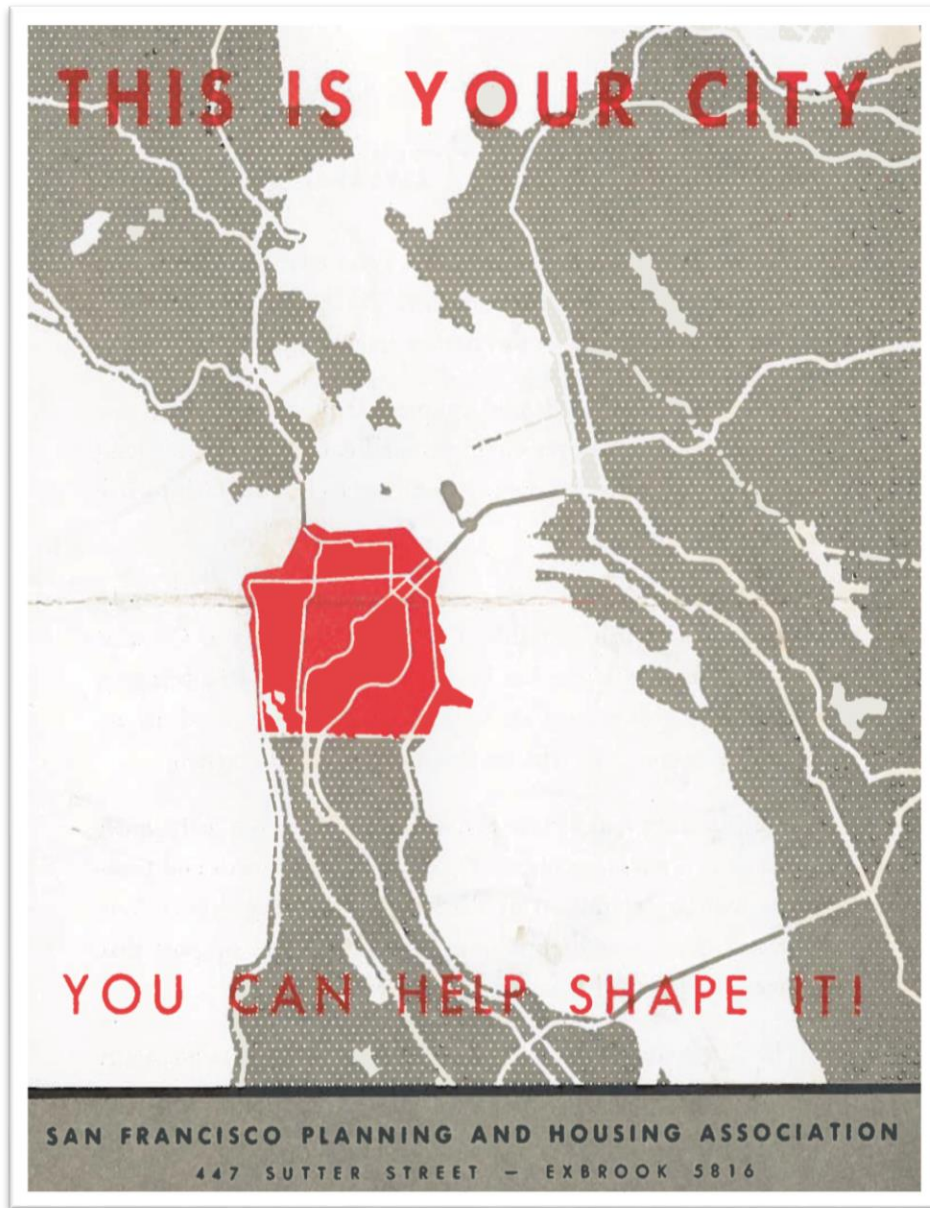


## Six Big Ideas

1. Welcome all kinds of uses into downtown-but hold out for jobs near regional transit.
2. Make sure that what gets built adheres to key urban design principles.
3. Promote a larger area of "Central San Jose" with downtown as its core.
4. Make it easier to get to and through downtown without a car.
5. Retrofit downtown to be more pedestrian-oriented.
6. Build on downtown's strengths as the cultural and creative center of the South Bay.

25 specific recommendations to achieve.

# Education & engagement



[Spur.org/events](https://www.spur.org/events)

# Leading civic voice in the transformation of San Jose's central station



# Guadalupe River Park



GRP@spur.org



## The Place Where the Poor Once Thrived

San Jose, in the heart of Silicon Valley, used to be the best place in the country for kids to experience a Horatio Alger, rags-to-riches life. Is it still?



Alana Semuels  
*The Atlantic*  
Feb. 24, 2016



# Nicole Brown

Lofts on the Alameda



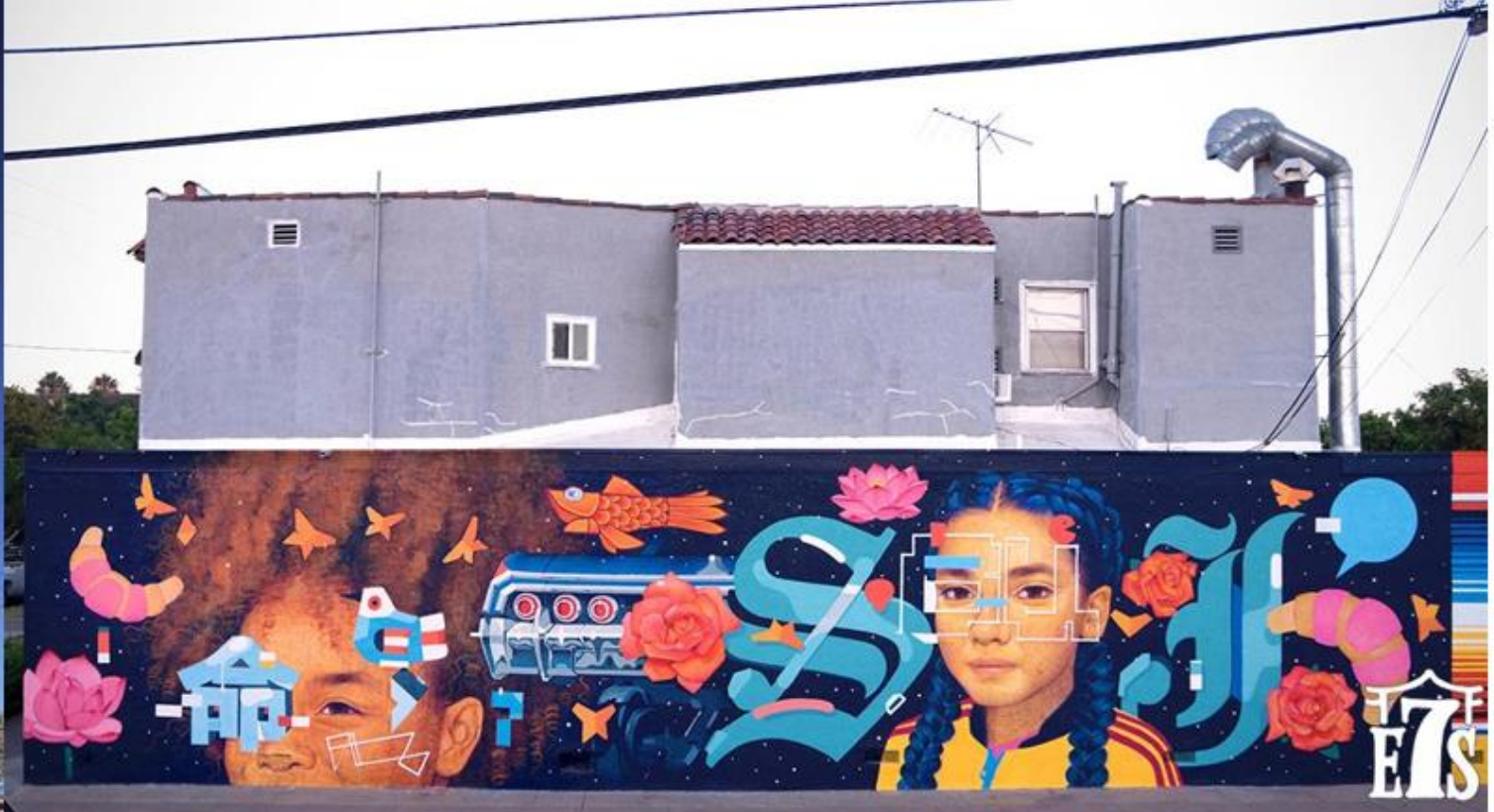
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# How do we lift all boats with a rising tide?



Invest in the community  
& allow Public Access

Invest in local  
talent &  
business  
rooted in San  
Jose



Create spaces  
for locals



West Hollywood, CA-  
Restoration Hardware



Williamsburg, NY-  
55 Wythe Ave



Create equity  
through urban  
design



Photo : Sergio Ruiz, SPUR

# Jonathan Martinez

Georgetown HOA



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# Gentrification

**The buying & renovation of houses & stores in deteriorated urban neighborhoods by upper and middle income families or individuals raising property values by often displacing low income families & small businesses.**

# **Flood Control**

**\$242 million Downtown Guadalupe River Flood Protection project was completed in 2004 – under the direction of the U.S. Army Corps of Engineers and the Santa Clara Valley Water District**

# **Low Income Housing**

- 1. Lenzen Commons**
- 2. Cinnabar Commons**
- 3. Park View**
- 4. Delmas Park**
- 5. San Fernando Apts**
- 6. Donner Lofts**
- 7. Plaza Maria**

# **Low Income Housing (cont)**

- **Housing Authority at Laurel Grove being built right now**
- **SRO on Sunol St—planned**

# PARKS

- Cesar Chavez
- Lenzen Park
- Arena Park
- Cahill Park
- Discovery Meadows
- Memorial Park
- Guadalupe River Park
- Delmas Park
- Del Monte Park

# SUPPLY

- **Scarcity** is the fundamental **economic** problem of having seemingly unlimited human wants and needs in a world of limited resources

# SUPPLY

- **Supply** is a fundamental **economic** concept that describes the total amount of a specific good or service that is available to consumers

# DEMAND

- **Demand** is an **economic** principle referring to a consumer's desire and willingness to pay a price for a specific good or service

# San Jose

- **10<sup>th</sup> largest city in the United States**
- **3<sup>rd</sup> largest city in California**
- **#1 largest city in the Bay Area**
- **6<sup>th</sup> safest city in America**
- **#1 wealthiest city in United States**

# Solutions

- **Supply/Incentives to builders**
- **Go higher along all transit lines**
- **If you are thinking 10 stories—double it**
- **Go very high in other parts of East San Jose**
- **Berryessa Flea Market**
- **Eastridge Mall and surrounding area**

# Conclusion

**San Jose** is a great city and people want to live here!

This board will advise **Google** and the **City** on how to make the Station Area a great place to live and work—***GENTRIFICATION***

# “TED” Talks – Group 2

Nadia Aziz	Law Foundation of Silicon Valley
Jon Pedigo	PACT
Harvey Darnell	North Willow Glen Neighborhood Association
Maria Noel Fernandez	Silicon Valley Rising



Photo : Sergio Ruiz, SPUR

# Nadia Aziz

Law Foundation of Silicon Valley



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# GENTRIFICATION AND DISPLACEMENT

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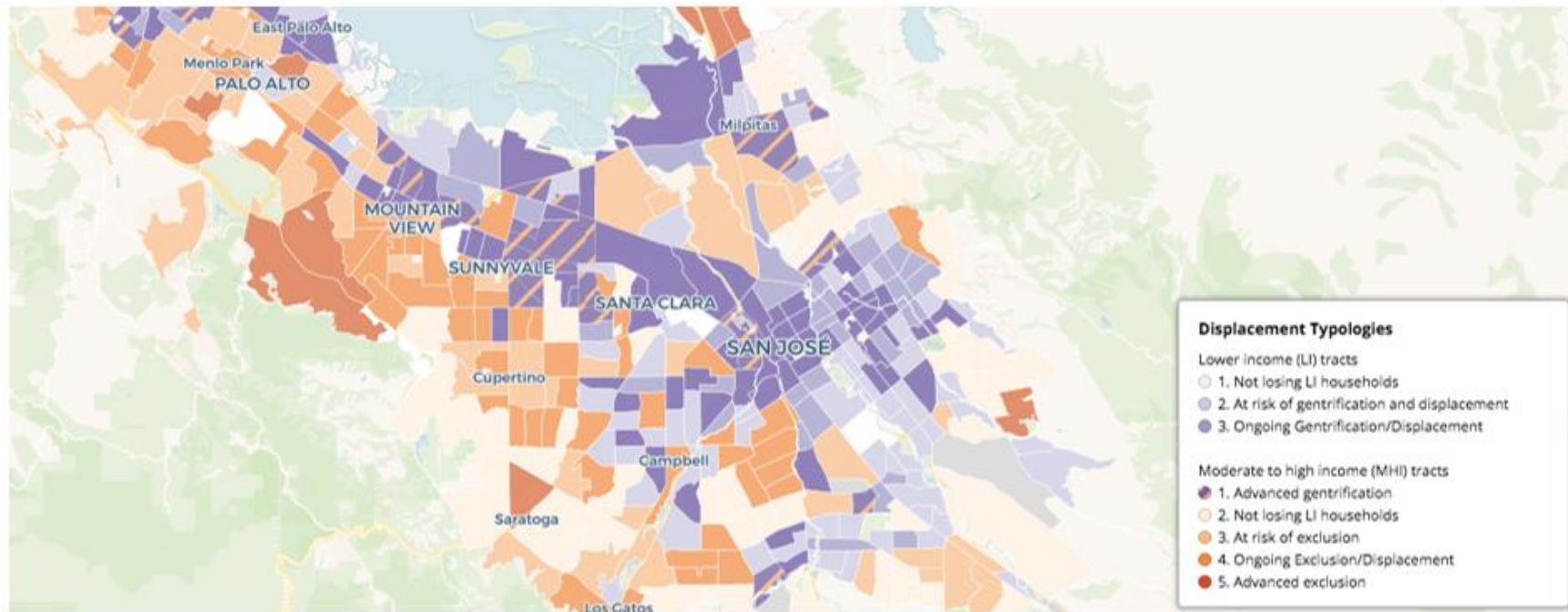
Law Foundation of Silicon Valley

Station Area Advisory Group (SAAG)

May 23, 2018

- **Gentrification**: A process of neighborhood change that includes **economic change in a neighborhood**—by means of real estate investment and new higher-income residents moving in—as well as **demographic change**—not only in terms of income level, but also in terms of changes in the education level or racial make-up of residents.
- **Displacement** occurs when a household is forced to move from its residence—or is prevented from moving into a neighborhood that was previously accessible to them due to conditions beyond their control.

65% of San Jose residents live in census tracts experiencing early stages of displacement, while 35% live in areas at risk, undergoing, or in advanced stages of displacement.



# Faces of Displacement

- Nearly **50%** have lived in community for 31+ years or more
- **40%** spend close to **70%** of their income in rent; another **40%** spend close to **50%** of their income on rent
- Over **50%** Latino
- **77%** have felt worried, tense, or sad more than 14 days in the last 30 days



# What have other communities done:

- Set up an affordable housing fund
- Set aside a percentage of housing built in area as affordable housing
  - Prioritize units for those displaced by development
- Fund non-profit services related to displacement such as legal services for eviction & rent assistance
- Support anti-displacement policies
- Welcome businesses and developments that *avoid* displacing existing members of our community



Photo : Sergio Ruiz, SPUR

# Jon Pedigo

## PACT



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SAAG PRESENTATION - PACT

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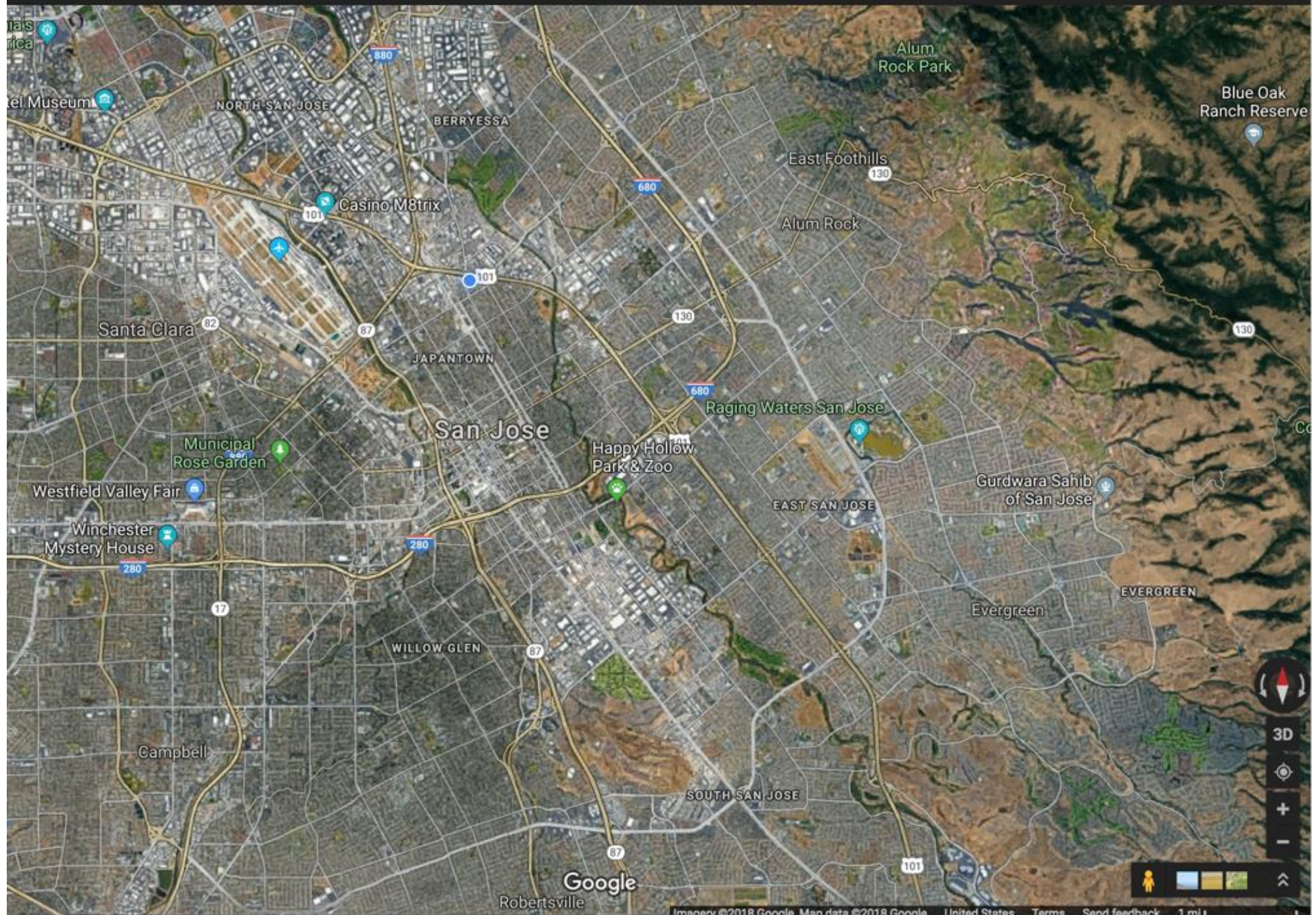
# RIPPLES

MAY 23, 2018

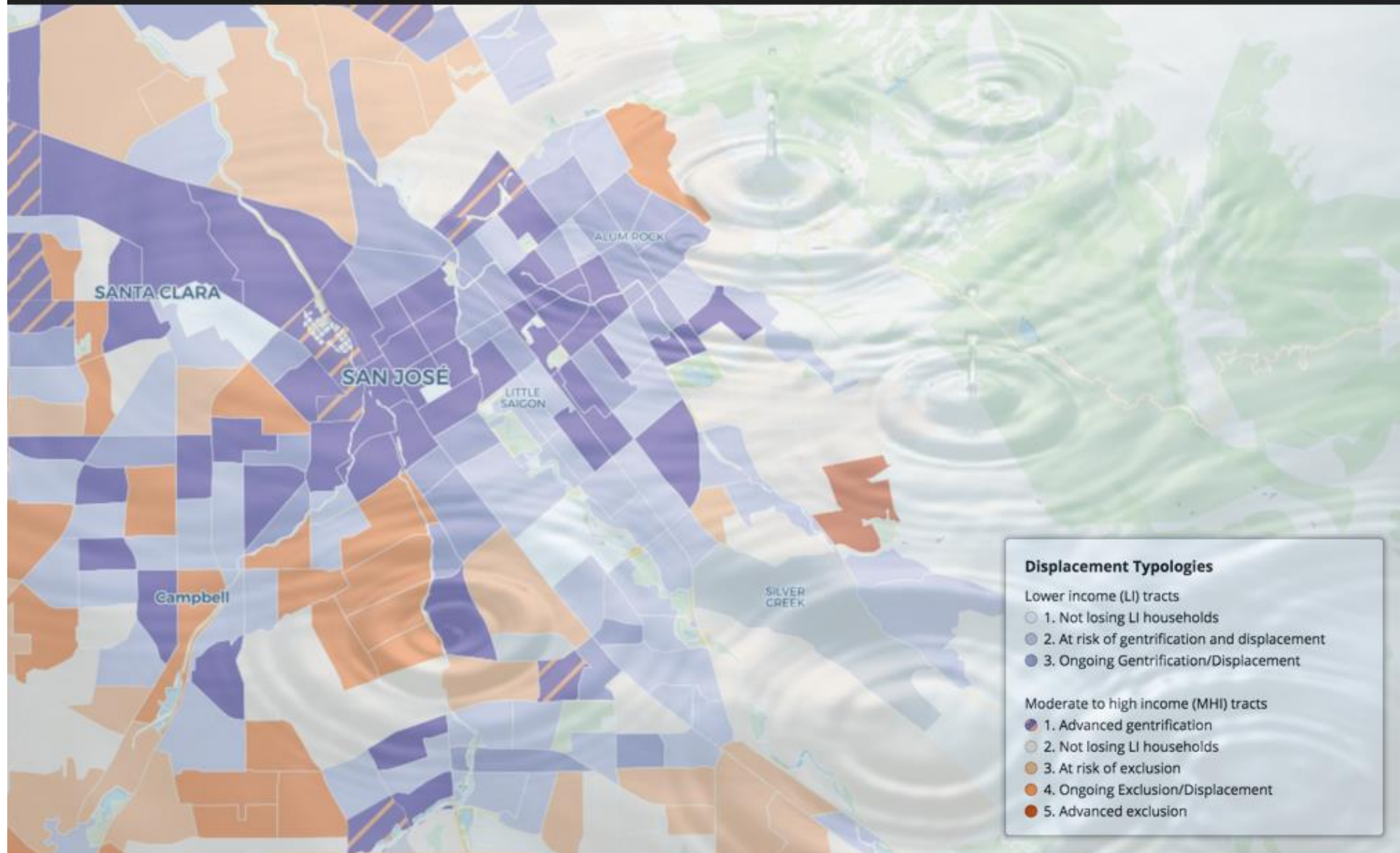
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FR. JON PEDIGO





# UC BERKELEY – URBAN DISPLACEMENT PROJECT



## VIDEO BEGINS

<https://m.youtube.com/watch?feature=youtu.be&v=03665kkwk0w>

THEREFORE WE ASK THAT  
AN INDEPENDENT STUDY  
BE CONDUCTED ON HOW  
THE IMPROVEMENT IN THE  
STATION AREA WILL  
AFFECT ECONOMICALLY  
FRAGILE COMMUNITIES IN  
THE EAST SIDE."



# Harvey Darnell

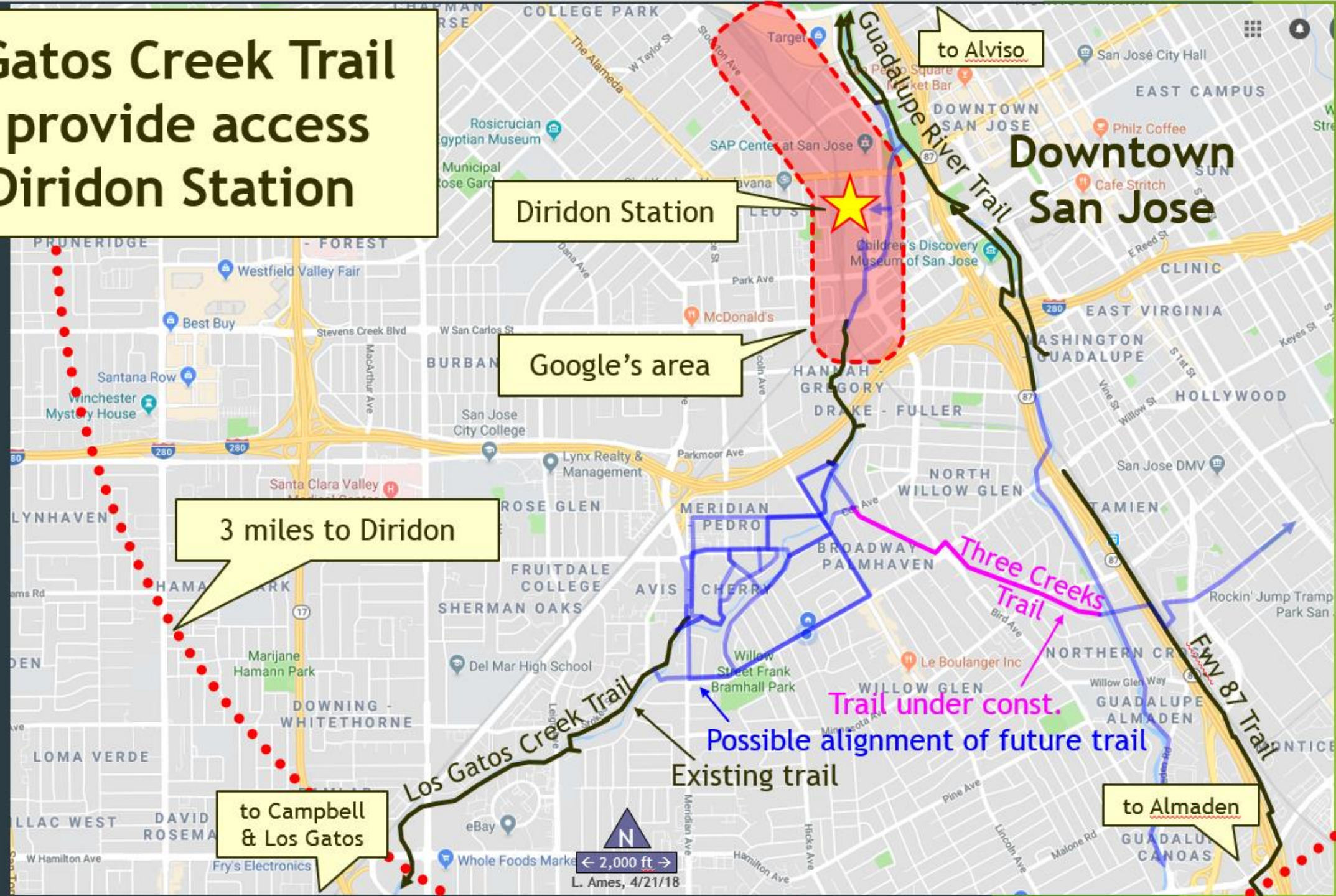
North Willow Glen Neighborhood Association



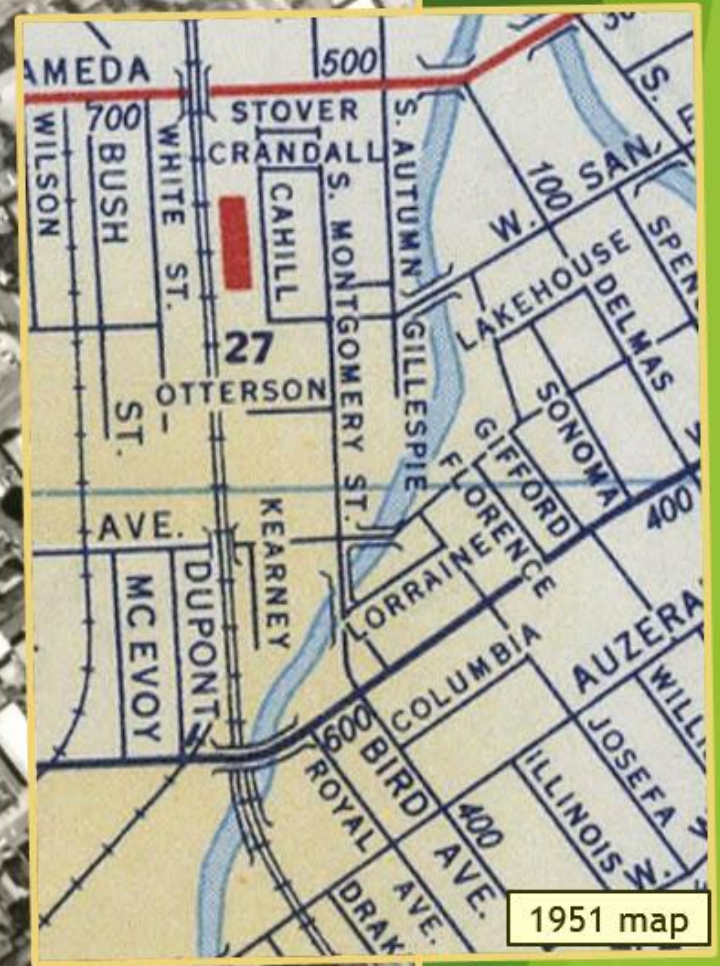
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# Los Gatos Creek Trail can provide access to Diridon Station

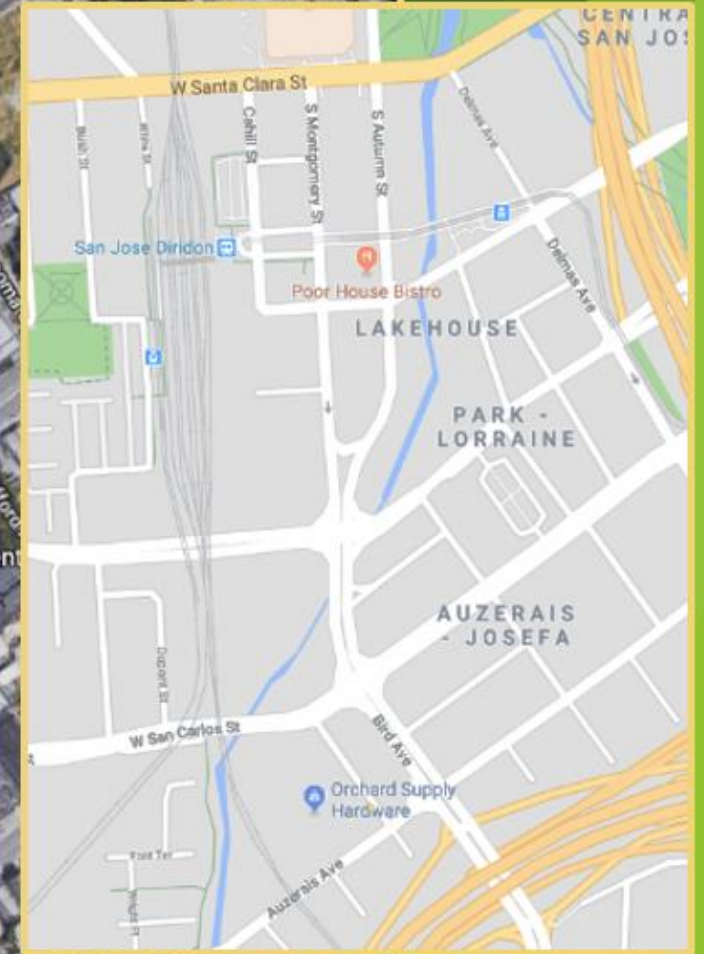
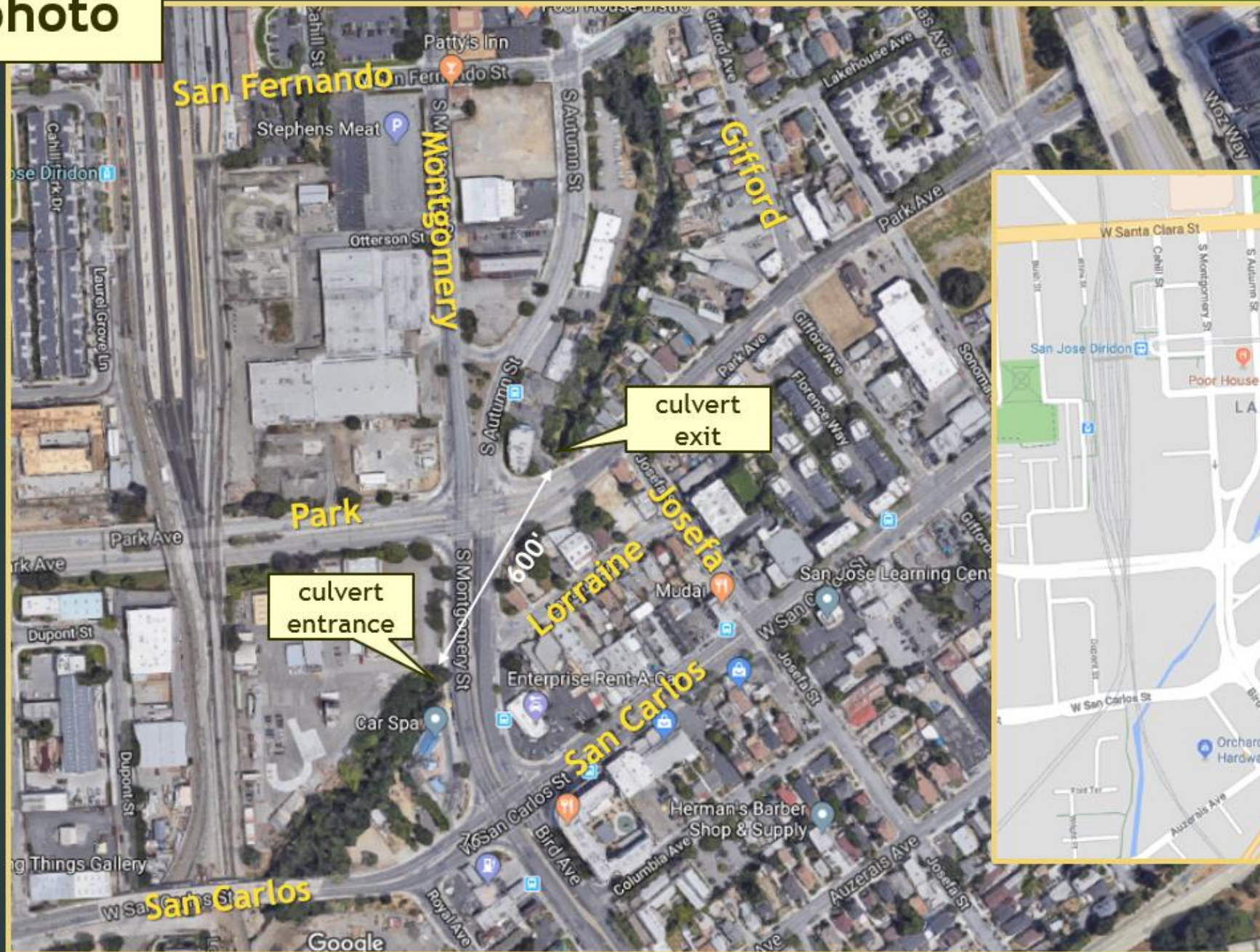


# 1968 photo



1951 map

# current photo

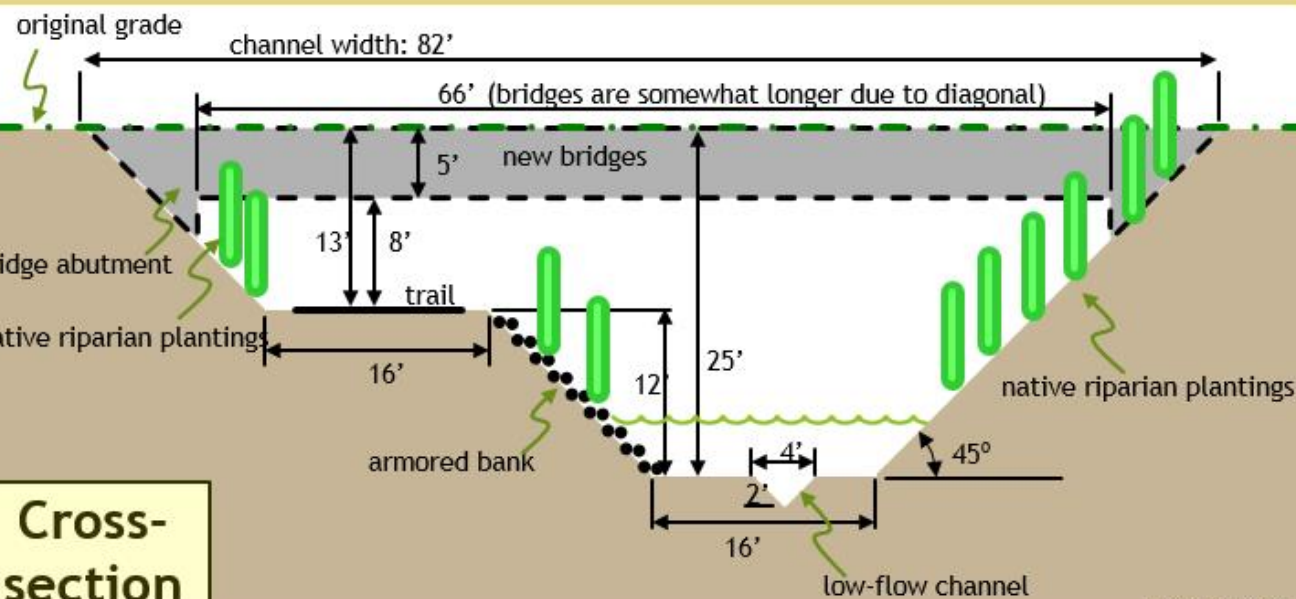


# "Daylight" the LG Creek

Two barrels, each 17 feet high and 22.6 feet wide.



## Conceptual Diagram to Free the Los Gatos Creek



## Cross- section

L. Ames, 1/31/18

L. Ames  
6/19/14.



inside the western bore of the culvert, looking upstream.

# Salmon Spawning in the LG Creek



Posted by South Bay Clean Creeks Coalition  
28,389 Views

“redd” (fish nests)

Photos by Steve Holmes  
showing salmon spawning  
in the Los Gatos Creek,  
both below the Willow Glen Trestle,  
and as far upstream as Campbell.  
Nov. & Dec, 2017



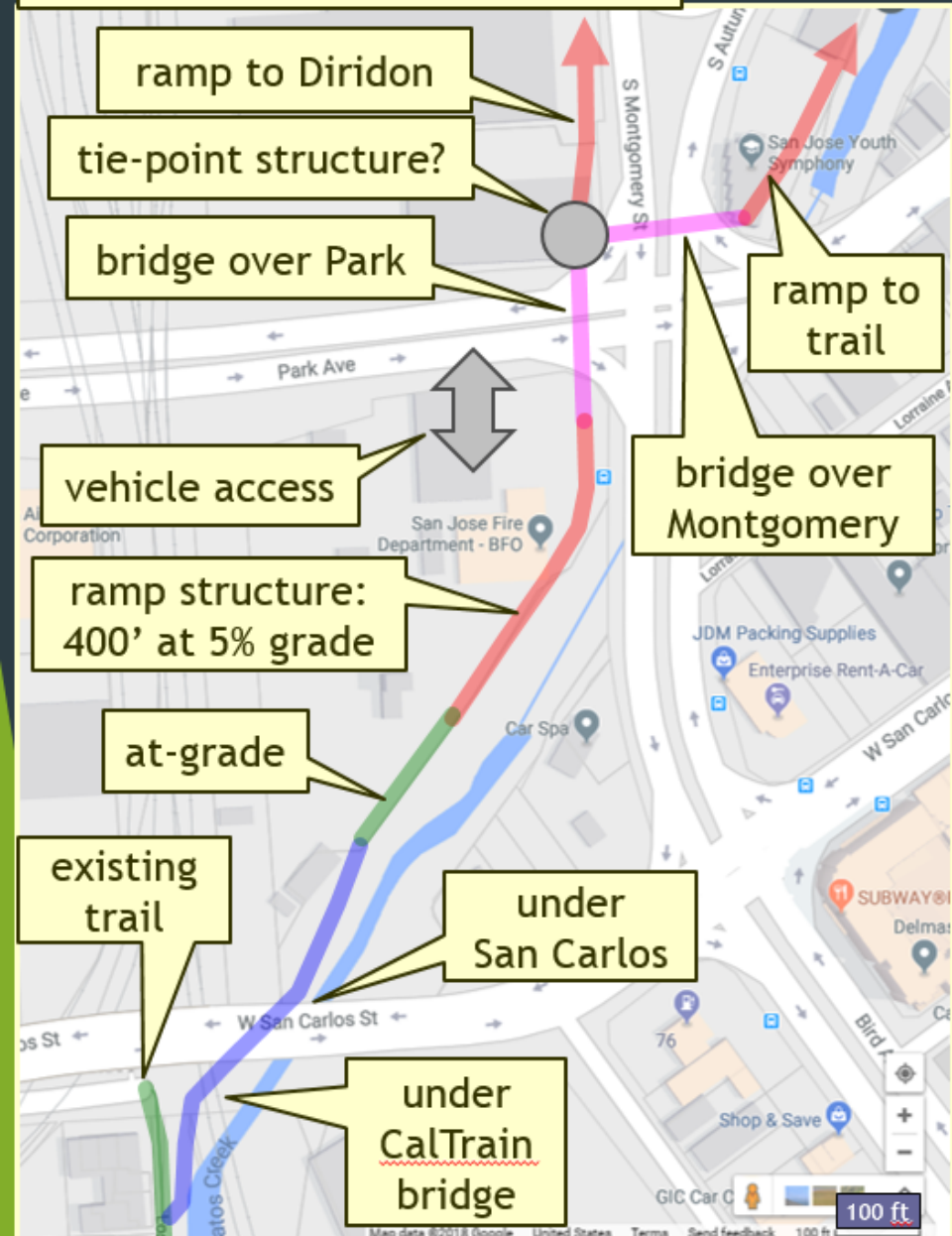
# Summary

- ▶ The Los Gatos Creek can recover and become beautiful, if only given the chance.
- ▶ Let's right this decades-old wrong: we won't get another chance this century!
- ▶ Daylighting the Los Gatos Creeks and creating this off-road trail connection will help people get out of their cars and will make Google and Diridon Station vibrant destinations!



the Los Gatos Creek  
just downstream of the culvert.

# Alternatives



## ► Bridge alternative:

- To get both trail continuity and access to Diridon, need two bridges: one over Park, the other over Montgomery
- Would need at least 3 access ramps, each ~400 ft long (to climb 20' at 5% grade).
  - More land is needed if ramps are spiraled or folded, and trail usage is somewhat discouraged by the awkwardness of the spiral or hairpin turns.

## ► At-grade alternative (current baseline):

- Trail users come up to grade and then cross street(s) at the signalized light
- Impacts trail experience: proximity to speeding traffic and the delays of waiting for crossing signals.
- Impacts vehicle traffic: longer and more frequent delays due to bikes & pedestrians in the crosswalks.

## ► “Do nothing” alternative

- More people would drive, impacting traffic and increasing the demand for parking.



Photo : Sergio Ruiz, SPUR

# Maria Noel Fernandez

Silicon Valley Rising



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If Google wants to build a  
mega-campus in San Jose, it  
must be a good neighbor.

**Maria Noel Fernandez**

Campaign Director, Silicon Valley Rising

**SILICON VALLEY RISING**

@SVRISING





**Partner with us to fight displacement, gentrification and homelessness**



**Ensure family-supporting jobs and a voice at work for local workers in construction and operations**



**Support local schools to promote education and career opportunities for all children**



**Mitigate traffic and expand access to transit**



**Provide community oversight of community benefits**

# “TED” Talks – Group 3

Kevin Christman	Gardner Neighborhood Association
Matt Vander Sluis	Greenbelt Alliance
Leslye Corsiglia	SV@Home
Sarah McDermott	South Bay Labor Council

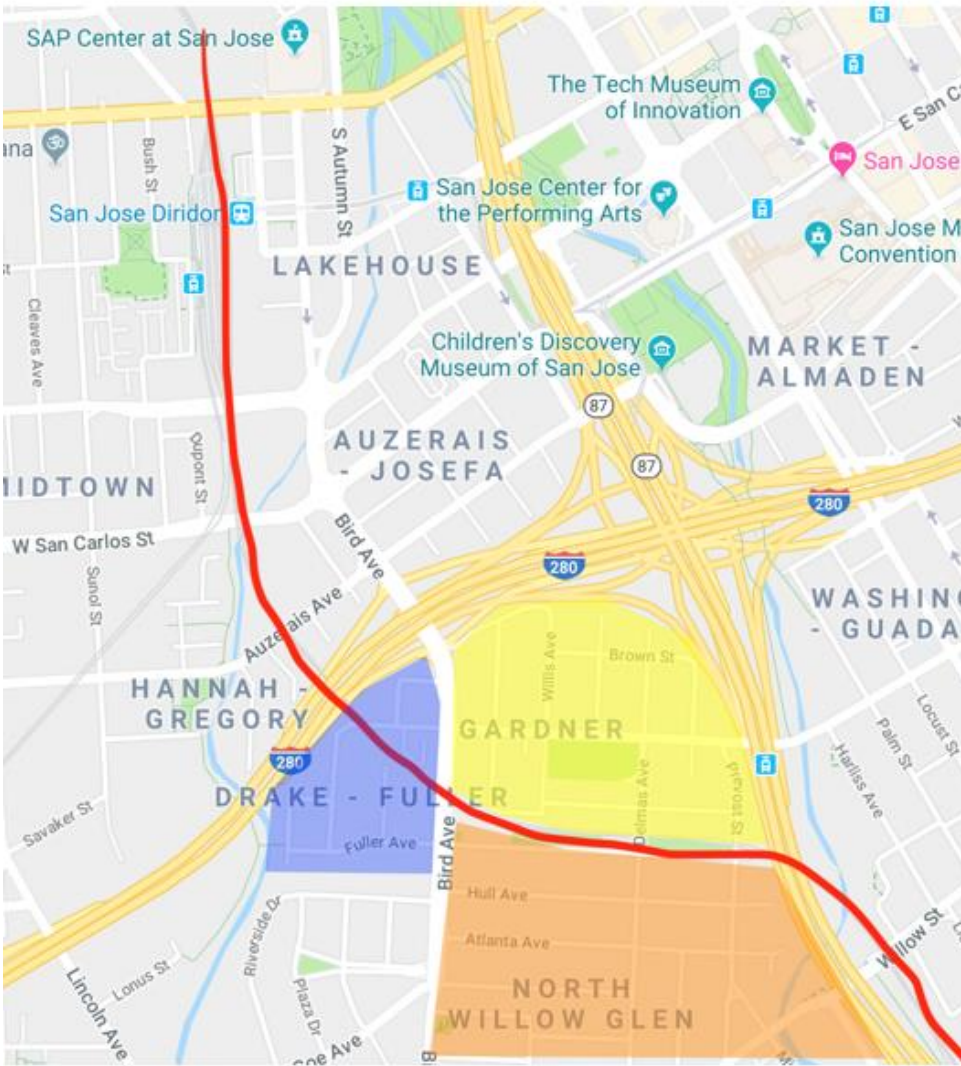




Photo : Sergio Ruiz, SPUR

# Kevin Christman

## Gardner Neighborhood Association



Historic

Inequitable  
Transportation  
Impacts

Diverse,  
Multi-cultural,  
Challenged,  
Fragile.

Linking  
Together,  
Weaving  
Solutions

## Gardner Neighborhood San Jose

Worth protecting

# + Historic Gardner District





# Historic Gardner District

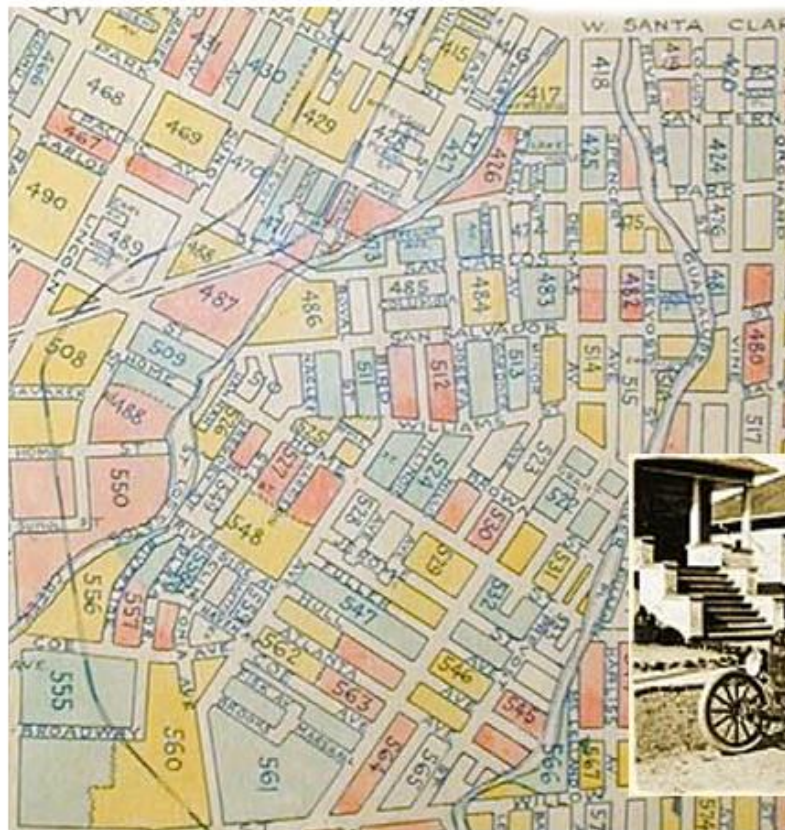
1894 Gardner School District

1911 Annexed to San Jose

1924 "Built out"

Victorians, neo-colonials, craftsmen,  
mission revival, cottages and estates.

Cannery workers, craftsmen, retailers  
and persons with "own income."



A streetcar neighborhood  
Linked to downtown.



## Gardner District Bisected by Southern Pacific Railroad - 1928

S-curve design: SPRR tried to avoid grade separation cost—  
Ultimately grade separations required.

25 years of conflict and lawsuits.

Willow Glen sued  
and has no track.  
Gardner residents  
didn't sue.



## Gardner Suffers Railroad Impact

Declared blighted by 1955.

Remnant lands attract dumping, crime,  
graffiti, weeds.

Right of Way is hobo footpath.

Stub-end streets are crime pockets.





## I-280 Cuts Swath through Gardner in 1970

Isolates Gardner from downtown employment, churches, services.

Stub-end streets create gang havens.

“Horseshoe barrio”—where police won’t go.

Bird Avenue exit and widening bisects.



## Inequitable Transportation Impacts





By 1990s,  
Greater Gardner:  
One-fourth 1894 Size.

Highway 87 construction:

Increased isolation and blight.

Increased noise impacts.

More homeless encampments.

Destroyed peaceful riparian environment.



Many original  
families  
joined fight to  
transform..

Inequitable  
Transportation  
Impacts.





# Neighbors Transform Fuller Dumpsite

From remnant lands to a plaza and then Fuller park.



Residents built and maintain street fence.  
Plant and tend flowers, street trees.  
Remove graffiti. Rake Bocce ball court.  
Pick-up litter/drug paraphernalia.  
Mow lawn supplementally.

# + Greater Gardner Strong Neighborhood Initiative



- Residents identified neighborhood priorities for City funds.
- Strong links formed among 3 parts of Greater Gardner.





**+ Residents create community-building events.**

Christmas decorating contest.

July 4<sup>th</sup> Celebration.

Street Tree planting.

Clean-ups. Children's contests.



## Neighbors work for gang abatement

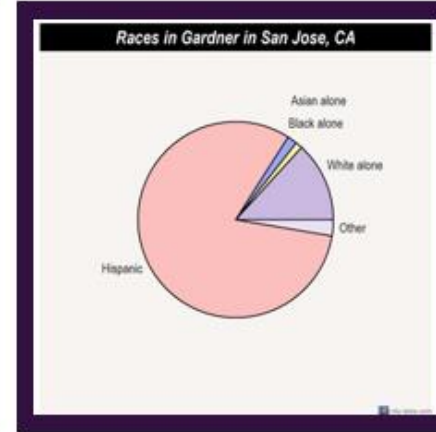
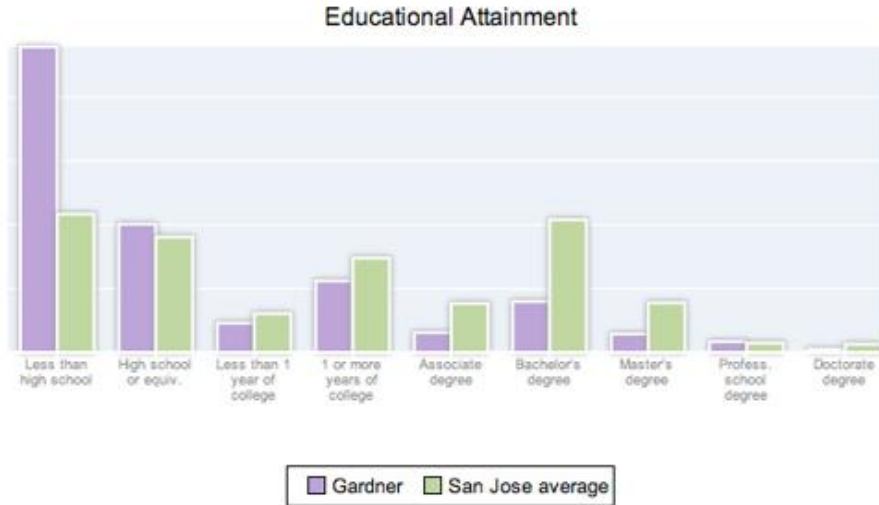
Neighborhood Heroes celebrated.

New community center.

Teen and senior activities and repaired pool.

Percentage of people that speak English not well or not at all:  
 This neighborhood: 18.5%  
 San Jose: 12.9%

Percentage of population below poverty level:  
 Gardner: 23.1%  
 San Jose: 8.8%



## Gardner District Today

Diverse, Multi-cultural

Committed to neighborhood improvement



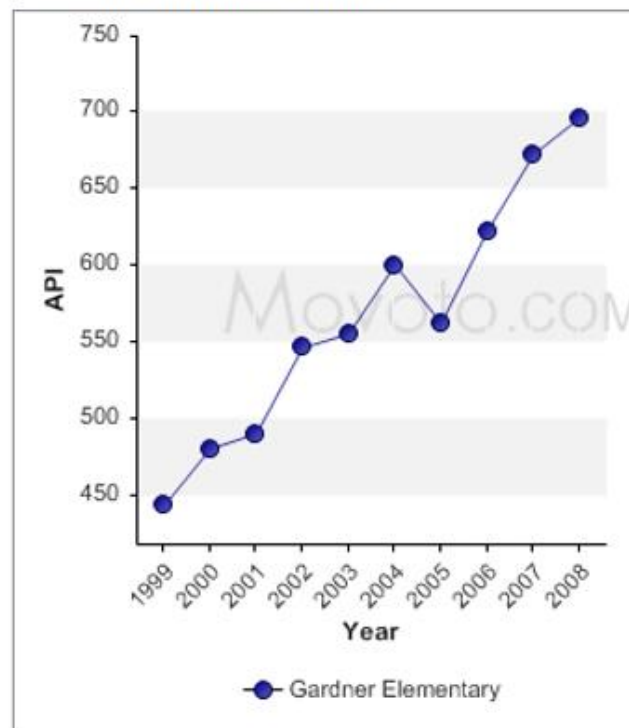
# Gardner Academy Transformed

- 2010 CABE Seal of Excellence
- Two-Way Bilingual Immersion
- Professional Development School

75% English Learners  
87% Low SES



Academic Performance Trend

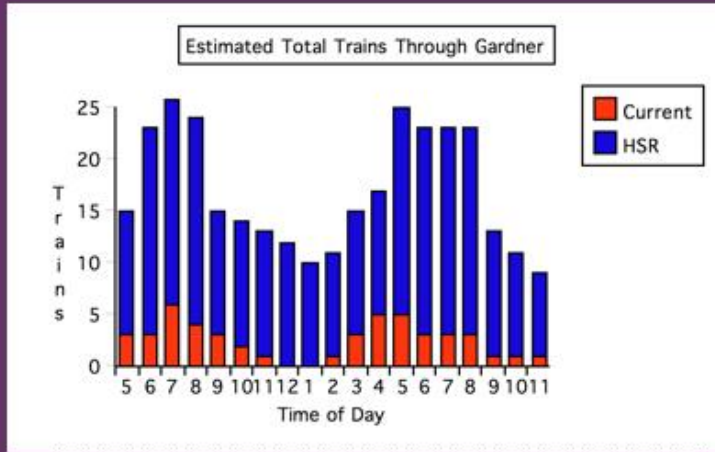


School Demographics

Gardner Elementary



New artificial turf.  
Open year-round,  
After school,  
And weekends.

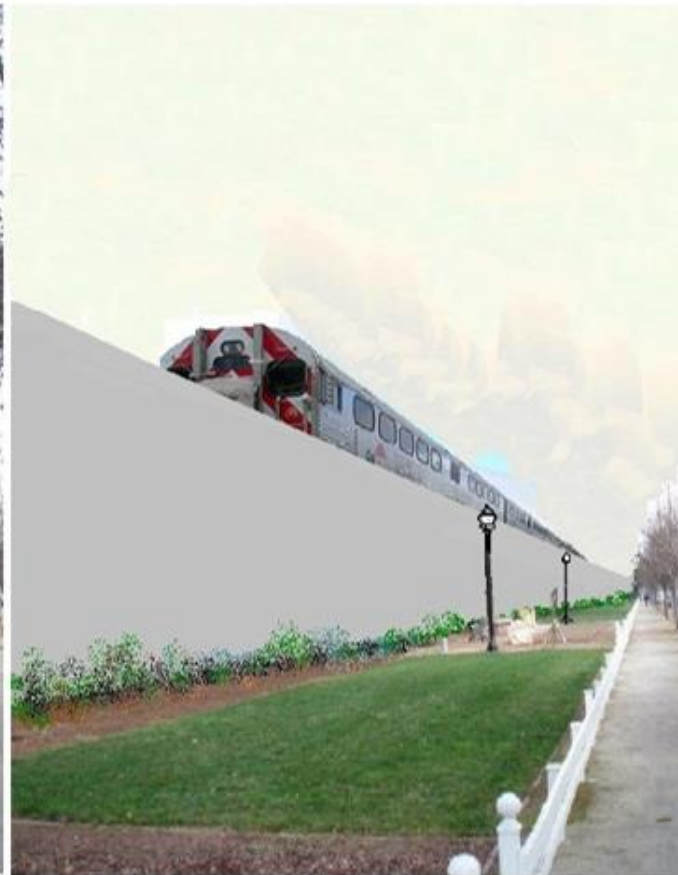


85% Gardner  
Homes built  
Before 1955.



- Now a few trains, mostly at peak hours
- With HSR, many trains 6 am to midnight

**HSR Fuller Park Alignment  
increases noise and  
vibration significantly.**



## Inequitable Transportation Impacts



### + HSR Program Alignment Slices Fuller Park

Destroys usefulness of park.

Creates graffiti attracting wall.

Burdens neighborhood with additional clean-up responsibilities.





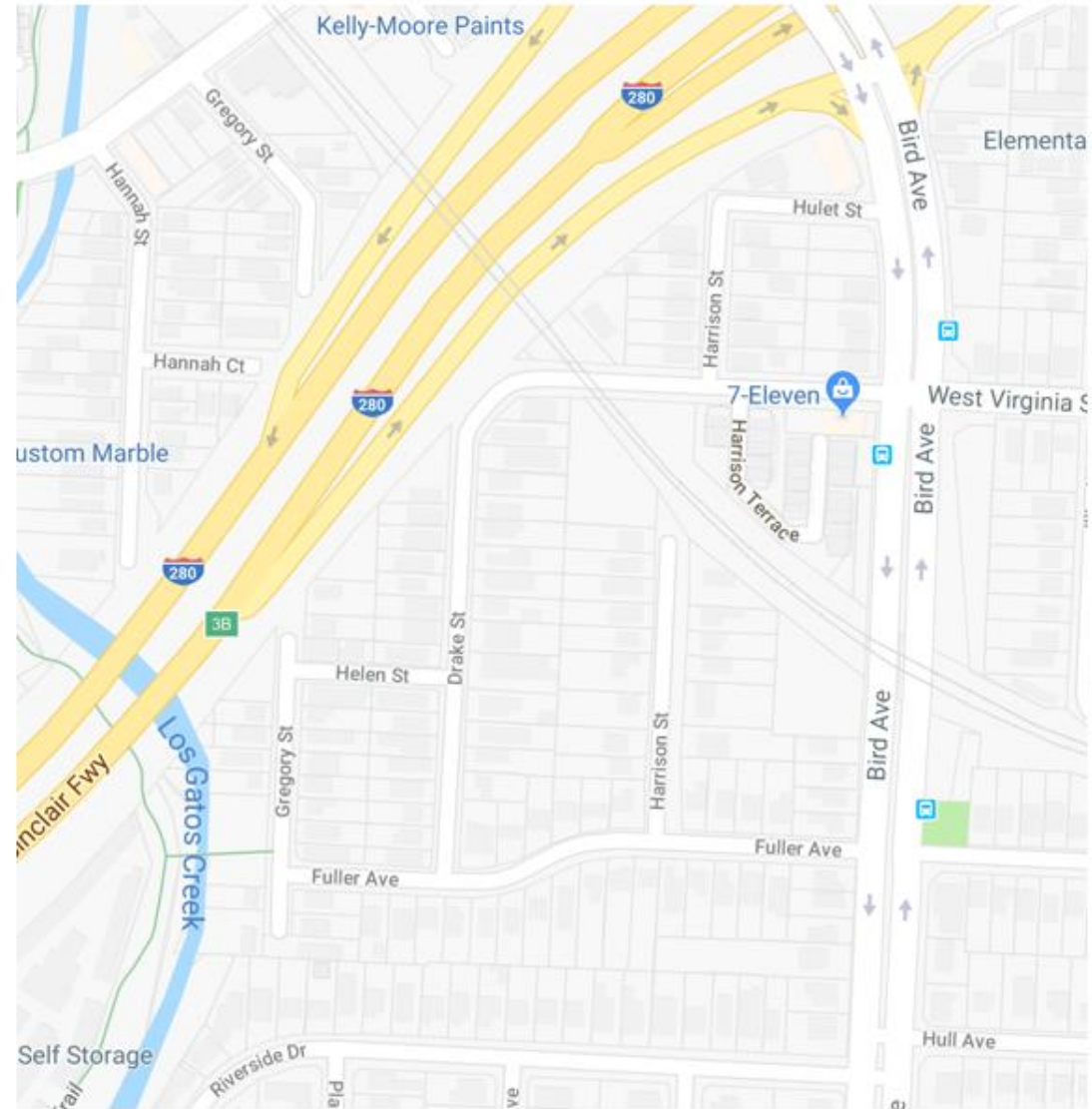
## HSR Fuller Park Alignment Isolates “Gregory Plaza”

Eliminates one of only two access roads for 100+ households.

Unsafe and longer routes to school—dark hangouts for transients.

No turn-around--delivery trucks must back out.

Frightening pedestrian access on West Virginia.





# Inequitable Transportation Impacts





## Gardner – worth protecting

San Jose invested \$15 M in Gardner.

Residents invested over \$2.5 M in repairs.

\$10 M new townhomes next to rail line.



School district built a new school.

New Habitat for Humanity House

Private investment awaiting your decision.



The choice will be yours.

## Gardner Neighborhood Association

- Supports High Speed Rail.
- Believes HSR belongs in transit corridors and not neighborhoods

Better alternatives are available:

- a tunnel
- aerial bypass along 280 and 87

Your choice determines our future.



## Gardner Neighborhood



+

A Past and a Future  
Worth Protecting





Photo : Sergio Ruiz, SPUR

# Matt Vander Sluis

Greenbelt Alliance



**GREENBELT ALLIANCE**

GREENBELT.ORG





# Livable, sustainable, prosperous



# Engage everyone



Many uses, serving everyone



# Healthy lifestyles



## Safe streets



# Family-friendly neighborhoods



# Economic vitality



Attractive for today's workforce



# Protect vital lands





# **GREENBELT ALLIANCE** **ENDORSEMENT**

---

## SEVEN GOALS OF THE CRITERIA

- Efficient Use of Land
- Affordability
- Walkability
- Transportation Options
- Environmental Design
- Community and Economic Benefits
- Community Engagement



**GREENBELT ALLIANCE**

GREENBELT.ORG



Photo : Sergio Ruiz, SPUR

# Leslye Corsiglia

SV@Home



SAN JOSE DIRIDON STATION AREA  
COMMUNITY ENGAGEMENT





# Envisioning Housing for All in Diridon

Presentation to Diridon Station Area Advisory Group

Leslye Corsiglia, SV@Home

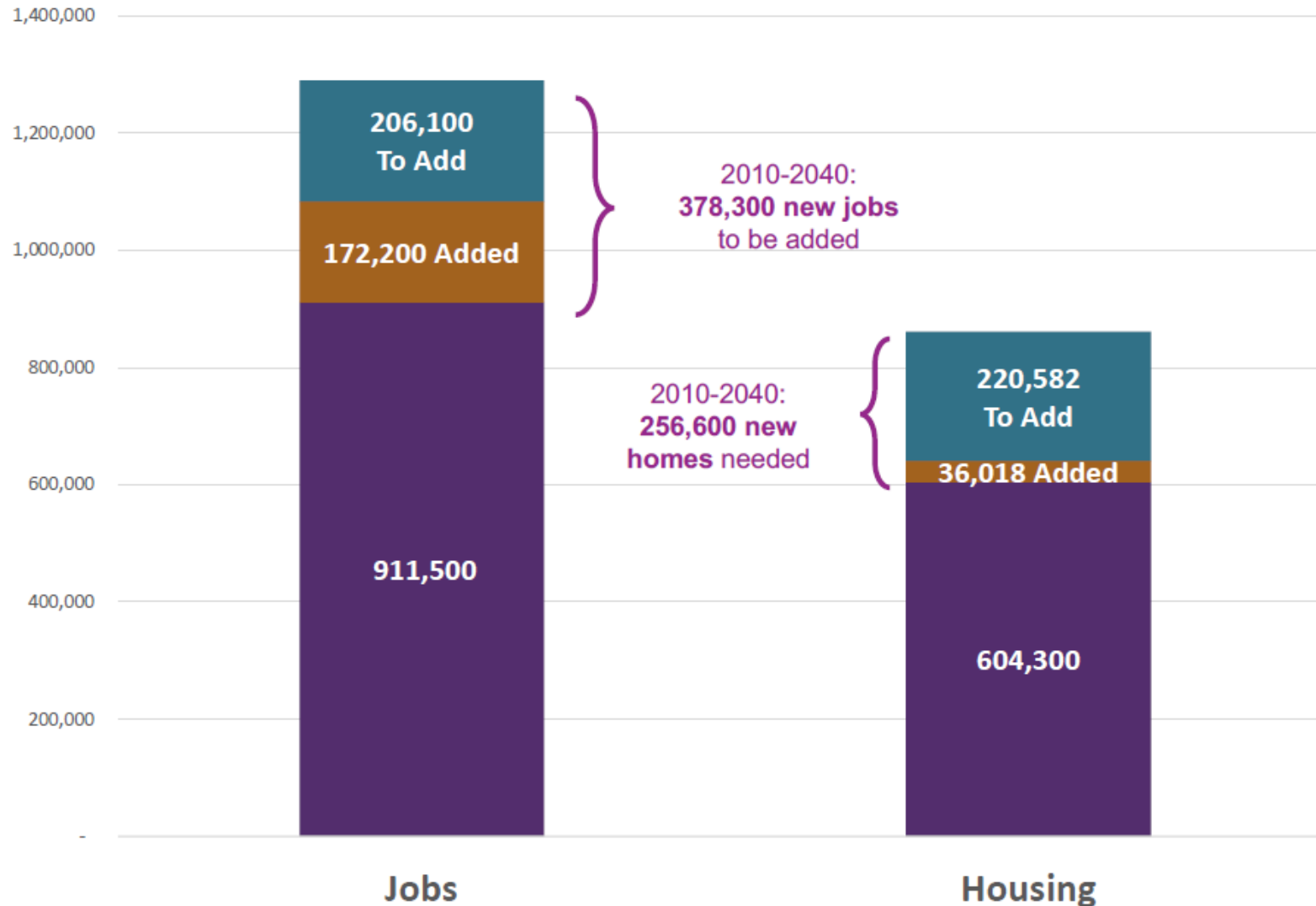


Driving the creation of affordable housing  
for a more vibrant and equitable Silicon Valley

## Jobs & Housing Growth and Projections

Santa Clara County, 2010-2040

■ 2010 ■ 2015 ■ 2040



- PBA 2040 projects the County will add **378,300 new jobs** between 2010 and 2040.
- PBA 2040 also projects that the County will add **256,600 new households** in that time.
- By 2015, the County added almost half (**45.51 percent**) that projected job growth, or 172,200 of the 378,300 jobs.
- By comparison, the County added only 36,018 new homes between 2010 and 2015, or **14 percent** of the total projected homes needed by 2040.





Donner Lofts



Gish Apartments



ALMADEN LAKE VILLAGE  
1045 COLEMAN ROAD







Photo : Sergio Ruiz, SPUR

# Sarah McDermott

South Bay Labor Council

# South Bay Labor Council SAAG Presentation

By Sarah McDermott



# Who We Are

- Local AFL-CIO representing Santa Clara and San Benito Counties
- SBLC represents 101 unions and more than 100,000 union members
- Primary goal is to advance candidates, causes, and policies that benefit working families
- Achieve progress through community organizing, leadership training, campaigning, and issue advocacy



# What We Want

---

## Dignity for Working Families

*What is dignity in the context of San Jose?*

# The Problem

The combination of low wage job growth and the housing crisis is not sustainable for working people, the environment, or our communities.



**How do we evaluate if a  
development project is good  
for working families?**

# Key questions we ask about developments

---

## Construction

- Does the project have a commitment to local hire and apprenticeship programs?
- Does the developer have an agreement with the building trades?

# Key questions we ask about developments

---

## Future Operations

- Will the project create quality jobs for the people of San Jose?
- Does the developer have agreements with the unions who represent potential service workers?
- Will the business hire responsible contractors?
- Will the business agree to publicly report job creation and distribution statistics?

# Key questions we ask about developments

---

## Environment

- How will the project impact workers as residents and commuters in San Jose?
- How will the project impact the housing crisis, displacement, and the houseless?

# Key questions we ask about developments

---

## Community

- Does the project offer community benefits that will enhance the lives of working people in San Jose?

## In Summary

---

Will the hard-working people who build and work at the future campus have the basic dignity of being able to provide for their families and live in this community?

## Discussion



# V. PUBLIC COMMENT





## VI. Next Steps and Meeting Schedule

## PHASE 1

Issues + Opportunities

## PHASE 2

Preliminary Concepts

## PHASE 3

Proposed Concept



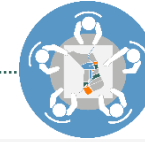
Launch Project Website



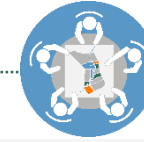
Community Surveys



Citywide Meetings #1 - #4



Citywide Community Forum



Community Open House



Orientation



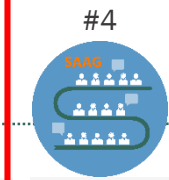
City Planning Context



Vision and Opportunities



Transit & TED Talks



Google & TED Talks



LU/Parks



Housing



Transit/Jobs



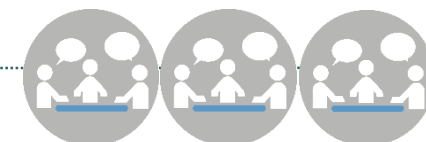
Draft Potential Solutions



Final Potential Solutions



Solution Group Meetings on Key Topics



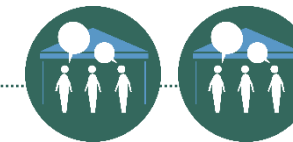
Stakeholder Meeting



Walking tours of Station Area



Pop-up Workshops



Pop-up Workshops



Comprehensive Report

February

March

April

May

June

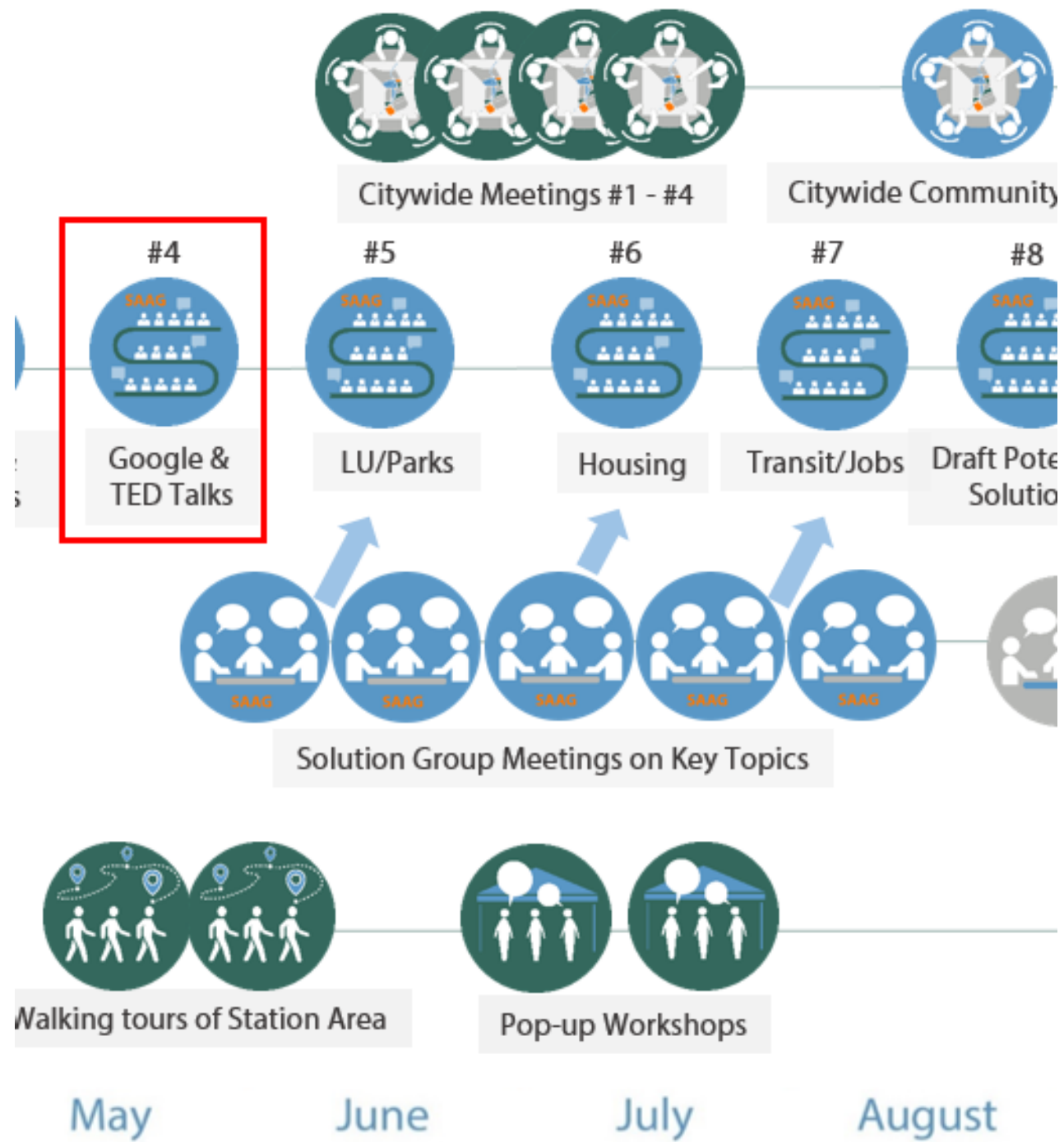
July

August

September

October

November



# SAAG Meeting Schedule

Meeting	Topic	Date
<b>SAAG Meeting #5</b>	<p>Solution Group Updates:</p> <ul style="list-style-type: none"><li>• <b>Land Use and Urban Design</b></li><li>• <b>Parks, Public Space, Sustainability, and Neighborhood Quality of Life</b></li></ul> <p><i>(results of Solutions Group and discussion of recommendations)</i></p>	June 27 <sup>th</sup>
<b>SAAG Meeting #6</b>	<p>Solution Group Updates:</p> <ul style="list-style-type: none"><li>• <b>Housing, Displacement, and Gentrification</b></li></ul> <p><i>(results of Solutions Group and discussion of recommendations)</i></p>	<b>July 9<sup>th</sup></b>



# SAAG Meeting Schedule

Meeting	Topic	Date
<b>SAAG Meeting #7</b>	Solution Group Updates: <ul style="list-style-type: none"><li>• <b>Transportation, Access, and Traffic</b></li><li>• <b>Jobs, Education, and Economic Development</b></li></ul> <i>(results of Solutions Group and discussion of recommendations)</i>	August 13 <sup>th</sup>
<b>SAAG Meeting #8</b>	Review Draft Potential Solutions	August 29 <sup>th</sup>
<b>SAAG Meeting #9</b>	Finalize Draft Potential Solutions by topic; review of engagement strategy; next steps	(Mid Sept) TBD



# Walking Tours



- **Who:** Open to the public; hosted by Bill Ekern
- **What:** A walking tour of the Diridon Station Area
- **When:** Two dates in May
  - ✓ Walking Tour #1: Saturday, May 19, 10-11am
  - Walking Tour #2: Wednesday, May 30, 6-7pm
- **Where:** Meet in front of Diridon Station



SAN JOSE DIRIDON STATION AREA  
COMMUNITY ENGAGEMENT

# Solution Groups

Solution Group	Meeting Dates/Times
<b>Land Use and Design</b>	<del>Meeting #1: Tuesday, May 15, 6-8pm</del> Meeting #2: Thursday, June 7, 6-8pm
<b>Parks, Public Space, Sustainability, and Neighborhood Quality of Life</b>	<del>Meeting #1: Wednesday, May 16, 6-8pm</del> Meeting #2: Monday, June 4, 7-9pm
<b>Housing, Displacement, and Gentrification</b>	<del>Meeting #1: Thursday, May 17, 6-8pm</del> Meeting #2: Monday, June 11, 6-8pm
<b>Transportation, Access, and Traffic</b>	<del>Meeting #1: Tuesday, May 22, 6-8pm</del> Meeting #2: Wednesday, June 6, 6-8pm
<b>Jobs, Education, and Economic Development</b>	Meeting #1: Thursday, May 24, 6-8pm Meeting #2: Wednesday, June 20, 6-8pm

All meetings will be held at City Hall; rooms TBA



# Written Public Comments

- Written Comments: Public or SAAG members may provide written comments that will be distributed to SAAG members.
  - Those received will be included in the packet prior to meetings
  - Send comments to:  
Lori Parks Severino  
City of San Jose Office of Economic Development  
200 E. Santa Clara St., 17th Floor, San Jose, CA 95113  
[lori.severino@sanjoseca.gov](mailto:lori.severino@sanjoseca.gov)
- Public Comment at Each Meeting: Public comment will be provided at each meeting after the presentation and discussion of the SAAG.



# Meeting Schedule

- **Next SAAG Meeting:** Wednesday, June 27, 2018 @ 6pm
- **Upcoming Solution Group Meetings, Walking Tours and Pop-Up Workshops**
- **Stay Tuned:** [www.diridonsj.org](http://www.diridonsj.org)



SAN JOSE DIRIDON STATION AREA  
COMMUNITY ENGAGEMENT

